

Vishnu B.

Product Manager (Brand)

Canada | [LinkedIn](#) | [GitHub](#) | [Personal Website](#)

Product manager with 6+ years of experience building and scaling consumer and B2B products, from founding a returns logistics startup to leading cross-functional teams at growth-stage companies like Bokksu and Ritual.

EXPERIENCE

Product Manager (Brand)

Nov 2024 — Present

Bokksu

Tokyo, Japan

Collaborated with major entertainment and gaming brands including Netflix, IGN, Capcom, and Ubisoft to design and launch co-branded products, generating over \$150K in revenue. Led the migration of Bokksu's mobile apps from Tapcart to Fuego, doubling usage and increasing mobile AOV by 70%. Built an in-house recommendation engine that drove 30% revenue growth and an AI-powered pricing model that boosted monthly gross revenue by 15% while reducing near-expiry inventory by 45%.

Founder

Oct 2022 — Jun 2024

Turnip Technologies Inc.

Toronto, Ontario, Canada

Founded Turnip Technologies Inc. to simplify online returns for Toronto-area local businesses through at-home pickups and batched shipments. Single-handedly managed sales, operations, customer support, engineering, product, and design. Built the Turnip Online Returns portal and marketing website, successfully partnered with multiple local businesses, and secured acceptance into the Waterloo Accelerator Centre's Incubate program.

Product Manager

Jun 2022 — Jun 2023

Ritual.co

Toronto, Ontario, Canada

Led go-to-market strategy for service fees across North America, increasing monthly gross revenue by 45%. Managed the launch of Group Ordering feature that enabled the Sales team to close 50+ new B2B clients. Partnered with external AI teams to deliver ChatGPT and LangChain-powered internal tools, achieving \$66K in monthly cost savings. Directly managed Associate Product Manager interns on initiatives including restaurant ratings, homescreen redesign, and app store rating collection.

Product Manager

Mar 2021 — Jun 2022

Kabo

Toronto, Ontario, Canada

Led go-to-market strategy for the Monch Bar product line following 200+ pre-orders via Indiegogo. Launched the Kabo Rewards and Referral program with Engineering and Marketing teams, increasing participating customers' LTV by 24%. Coordinated treat upsell initiatives for Black Friday and Cyber Monday, generating 400+ orders and \$5K+ in revenue. Improved Customer Success efficiency through data-driven insights and implemented SMS, support, and live chat automation.

Software Systems Developer

May 2018 — Mar 2021

Government of Canada (National Defence, CSE)

Ottawa, Canada Area

Contributed to the development and maintenance of Angular 8 web applications for cybersecurity operations, including a Suricata Intrusion Detection System rule engine and advanced email analysis tool for visualizing communication patterns. Collaborated with product owners to define workflows and refine UI/UX. Created and presented Tableau dashboards to CSE executives for fiscal planning and KPI analysis.

Meter to Cash Support Technical Analyst

May 2017 — Sep 2017

Hydro Ottawa

Ottawa, Canada Area

- Operated Oracle CC&B Systems and wrote SQL queries to provide data to various stakeholders

Network Technician I

Jun 2016 — Sep 2016

Bell

Moncton, NB

- Operated Bell Canada systems to resolve backend network issues with regards to television, home phone, and internet services

EDUCATION

Carleton University

Sep 2015 — Dec 2019

Bachelor of Science in Computer Science

Activities and societies: Carleton Computer Science Society

PROJECTS

Potluck (<https://trypotluck.com>)

Gopher (<https://heygopher.xyz>)

OfflineClub (<https://offlineclub.app>)

SKILLS

Teamwork · Microsoft Office · Microsoft Excel · C++ · Java · Python · C · Tableau · Docker · AngularJS · Node.js · MySQL · MongoDB · Oracle Database · JavaScript · Git · JIRA · Maven · Product Management · Airtable · Asana · ClickUp · Confluence · Figma · Linear · Miro · Monday.com · Notion · Typeform · Webflow · Whimsical · ChatGPT · Claude · Cursor · Gemini · Google Stitch · Lovable · Make · N8N · Perplexity · Replit · Amplitude · Google Analytics · Firebase · Google Sheets · Looker · Redash · Snowflake · Go-to-market Strategy · Data Analytics · Cross-functional Leadership · Fundraising · Full-stack Development · B2B Sales