

ANUBHAV LAHOTI

AVP Product | Enterprise Platforms: ERP · WMS · Supply Chain · MDM | Retail & Logistics Tech

Bengaluru, Karnataka, India | 9008898444 | anubhav.lahoti1@gmail.com | linkedin.com/in/anubhavlahoti

SUMMARY

AVP Product at Onsitego | 15+ years building enterprise platforms across supply chain, ERP, WMS, and MDM for India's retail & service ecosystem.

I turn complex, data-heavy operations into platforms that scale - currently owning inventory, ERP, master data, retailer onboarding, and finance systems serving 25,000+ retailers and 1,000+ service centres pan-India.

- Scaled SalesPro from 0 to 25,000 active retailers in 6 months, enabling real-time sales visibility and faster margin settlement
- Cut partner onboarding from 2 days to under 5 minutes via auto-KYC (GST Portal + DigiLocker integration)
- Led post-acquisition ERP rollout (ERPNext) across 1,000+ service centres in 180 days, bringing real-time tracking to ₹50Cr+ inventory
- Built an Item Lifecycle Management framework that cut manual errors by 40% and processing time by 50%
- Shipped AI-powered OCR for invoice automation at 90%+ accuracy, materially reducing PO/PI mismatches across supply chain ops.
- Led product strategy for a fraud prevention platform - risk scoring, behavioural analytics, repeat-offender tracking - enabling proactive detection of warranty and repair fraud before payout

Domain expertise: Supply chain · Inventory management · ERP (ERPNext, Oracle) · WMS · MDM · CRM · Retailer platforms · Partner onboarding · Finance operations · API integrations · Real-time analytics · AI/automation in ops

Open to senior product leadership conversations in supply chain, retail tech, or enterprise SaaS - India-based or remote-first roles.

EXPERIENCE

AVP - Product - Onsitego *Feb 2021 – Present (5 yrs 6 mos) | Bengaluru*

Own product strategy across 6 enterprise platform domains - supply chain, inventory, ERP, MDM, retailer ops, and finance - serving 25,000+ retailers and 1,000+ service centres across India. Lead a product team of 2 APMs and 1 Senior PM, partnering with 30+ engineers across cross-functional pods to deliver the roadmap.

- 0→1 launch of SalesPro retailer platform, scaled to 25,000 active retailers in 6 months - driving real-time sales visibility and faster margin settlement
- Re-architected partner onboarding via GST Portal + DigiLocker integrations - cut onboarding from 2 days to under 5 minutes at scale
- Spearheaded post-acquisition ERP rollout (ERPNext) across 1,000+ service centers in 180 days, enabling real-time tracking of ₹50Cr+ inventory and finance ops post-M&A
- Conceived and launched proprietary Item Lifecycle Management framework (SKU onboarding, defect tracking, cannibalisation) - 40% fewer errors, 50% faster processing
- Led product strategy for a next-generation Fraud Prevention Platform - risk scoring, behavioural analytics, repeat-offender tracking, and automated fraud controls - enabling proactive detection of warranty and repair fraud before payout
- Productised AI-powered OCR for invoice automation - 90%+ accuracy in production, reducing PO/PI errors across supply chain ops
- Owned product architecture for the complete after-sales service journey, defining standardised service states, business rules, and OEM integration flows that improved cross-platform interoperability and scalability across partner service centres.

Platforms owned: Supply chain · Inventory · ERP · WMS · MDM · CRM · Retailer onboarding · Finance ops

Senior Functional Lead - Speridian Technologies *Jul 2016 - Feb 2021 (4 yrs 8 mos) | Bengaluru*

Led end-to-end product strategy and delivery for ERP and CRM platform implementations across enterprise clients in India, the Middle East, and Southeast Asia — managing a cross-functional pod of 25 across India and Singapore, and holding C-suite relationships in Singapore.

- Defined product requirements and led 0→1 delivery of a field service mobile app (Middle East) - job management, maps navigation, QR scanning, digital signatures - cutting field TAT by 20%
- Designed and launched a customer service web platform for an AC solutions company (Philippines) - online payments, service tracking, location selection - reducing inbound support calls by 20%
- Built a field sales mobile app enabling attendance tracking, sales capture, stock visibility, and customer onboarding, providing performance visibility across distributed sales teams
- Presented product roadmaps and value propositions directly to C-suite stakeholders in Singapore across multiple client engagements

Domain: ERP · CRM · Field service · Mobile apps · Enterprise client delivery · Cross-functional leadership

Module Lead - CRMIT Solutions *Mar 2015 - Jun 2016 (1 yr 4 mos) | Bengaluru*

- Led Oracle CRM Cloud implementations end-to-end, from requirement gathering through technical documentation and go-live
- Mentored and interviewed new hires; managed client delivery teams on Oracle Service Cloud
- Built deep domain expertise in Oracle CRM/ERP architecture, system integrations, and enterprise data workflows - expertise that directly informs current product decisions around ERP and supply chain platforms

Staff Consultant - Oracle *Dec 2010 - Feb 2015 (4 yrs 2 mos) | Bangalore*

- Implemented Oracle Service Cloud projects and authored technical design documentation

EDUCATION

GrowthX® - Product Leadership Fellowship (Jun 2022 – Aug 2022)

Strategy, GTM, and executive communication programme for senior product leaders.

Bachelor of Technology (B.Tech), Computer Science, Amity University (2005 – 2009)

High School, Computer Science, Colvin Taluqdars' College, Lucknow

CERTIFICATIONS

- AI for Product Management
- Oracle Cross-Channel Contact Centre Cloud 2017 Certified Implementation Specialist
- Six Sigma Yellow Belt

TOP SKILLS

Inventory Management · Enterprise Resource Planning (ERP) · Supply Chain Management · WMS · MDM · CRM · AI/Automation in Ops

LANGUAGES

English · Hindi