PRODUCTS THAT COUNT

2025 Product Manager Guide:

PM Awards Class of 2025

An eBook presented by **Products That Count**

Foreword by Products That Count CEO Hoda Mehr

Products That Count is honored to present the **2025 Product Manager Awards.**

When I became CEO of Products That Count in 2024, it was with a deep conviction in the greatness of our community of great product managers and leaders. It is amazing to see how far the field of product management has come in recent years. It's not that product managers have gotten smarter or more talented — that has always been true — but that PMs have become so much more influential across businesses. The PM Awards recognize their importance, which is why I am so pleased to write this Foreword.

In 2025, the role of the product manager has never been more critical or dynamic. PMs are navigating a landscape defined by rapid technological change, particularly the disruptive rise of artificial intelligence. They are tasked not only with staying one step ahead of these changes but with leading the way, leveraging new opportunities responsibly to create real value. This environment demands a unique blend of strategic foresight, technical understanding, deep customer empathy, and the ability to execute with precision.

It also requires thought leadership and engagement with the PM community. As someone with a history of building tech communities, I have a particular admiration for the ways that the best PMs are mentoring, writing, giving presentations, and engaging in the conversations that make the world of product stronger. Whether by publishing an article or speaking on a podcast, leading PMs are sharing their insights for the greater good.

Reading through the stories of these winners, I am deeply impressed. These PMs are a truly amazing cohort, hailing from diverse backgrounds, locations, and companies, from global tech giants to scrappy startups, from South Africa to Australia. Their profiles showcase remarkable achievements in areas spanning AI, fintech, e-commerce, cloud infrastructure, and more. They prove that product businesses are in good hands.

Products That Count is proud to celebrate these leaders. Their dedication and commitment set a high standard for product, and will define our future in ways that I can't wait to witness.



Hoda Mehr
CEO at Products That Count

Executive Summary

Congratulations to the **PM Awards Class of 2025!**

Presented by Products That Count, a global community of over 500,000 product managers and leaders, the Product Manager Award (PM Award) is one of the highest honors in the field. This year, the product community nominated more than 500 exceptional product managers for this recognition. From an impressive pool, just 25 winners remain.

Selecting the best product managers in the world each year is a rigorous process. Starting with a public nominations process, nominees complete a detailed questionnaire, and an independent Advisory Board of peers and past winners reviews the responses and chooses finalists. The Advisory Board considers nominees' product management approach, mindset, and influence on their respective teams and products.

The result? Products That Count can now share with you the best of the best in product management. In the pages below, you will learn about what makes this year's top PMs tick, what traits make them rise above, and where they are leading the future of product. Consider this eBook something like the holy grail of product management.

Each of the winning PMs represents impressive individual achievements. As a cohort, they reveal what it means to be a great product manager in 2025.

Here are the main themes and concerns of the best product managers at the 2025 PM Awards:

01

AI Integration and the Super PM Mindset

02

Outcome-Driven Leadership

03

Adaptability and Cross-Functional Collaboration

In the pages below, we reveal why these three themes are driving product management right now. You will discover how the winning PMs make these trends relevant at their organizations.

You will also learn about the independent Awards Advisory Board (AAB) that selected the winners. To each member of the AAB, Products That Count offers a special ‘thank you’ for this service to the product management community. These Awards would be impossible without you!

In the end, to understand what it means to be a great product manager, there is no better place to look than in the work of the best PMs themselves. With that in mind, this book ends with a profile of each of the 25 winners of the 2025 PM Awards. Study their achievements, learn what actions make them great, and apply their shared lessons in your own work and organization.

Are you excited? Let’s dive in.

Meet the Judges

The Awards Programs at Products That Count — celebrating great products, product leaders, and product managers — are made possible by the work of independent Awards Advisory Boards (AABs). The AAB for the 2025 PM Awards comprises a dozen exceptional product managers and leaders from organizations big and small, cutting across a wide variety of verticals. Several of them are former PM Awards winners, giving them special insight into what makes an award-winning product manager. Some of them have served on the Product Awards Advisory Boards. All are product experts.

By lending their intelligence to this endeavor, they immeasurably strengthen the overall product management community. Thank you to each one of you!

The 2025 PM Awards Advisory Board



Sahil Sabharwal



Anshul Kumar
(2023 PM Award Winner)



Keyuri Anand



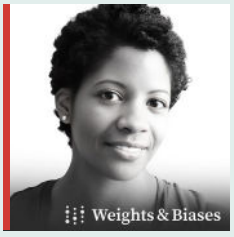
Apoorva Mishra



Rudra Roy Choudhury



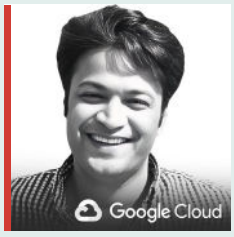
Daniel Feldman
(2023 PM Award Winner)



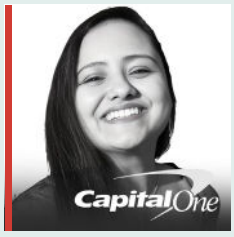
Brenda Campbell



Tara Holwegner
(2023 PM Award Winner)



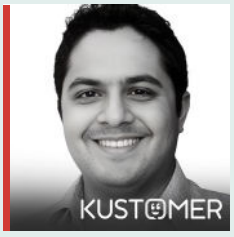
Varun Krovvidi



Priyanka Pande
(2023 PM Award Winner)



Neha Bansal



Aditya Subramaniam

Theme 1: **AI Integration and the Super PM Mindset**

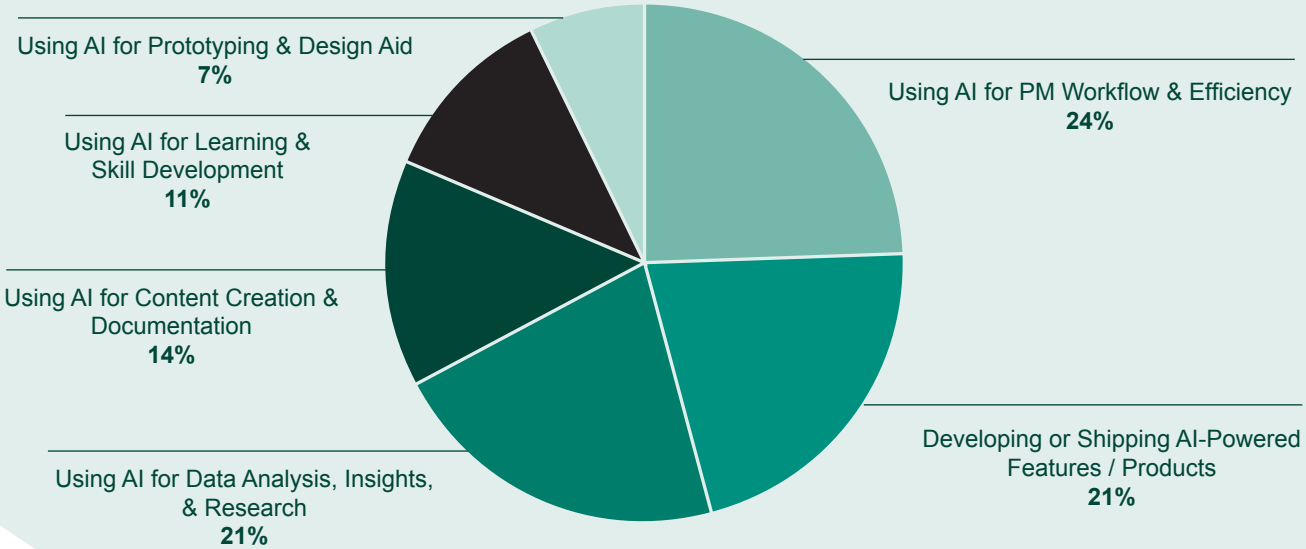
As you may have guessed, the first theme of the 2025 PM Awards winners is related to the ever-increasing influence of **artificial intelligence**. Product managers today are not just aware of AI. They are leading a fundamental evolution of the product manager role itself, giving rise to **the era of the Super PM with related skills and a particular mindset.**

> The top-performing PMs are leveraging AI to automate and improve the quality of their daily workflows and deliverables.



Apoorva Mishra
Sr. Product Manager
at Amazon

The best PMs in 2025 are leveraging AI in many different ways. They use it for competitive analysis and market trends research, analyzing customer feedback and research data, writing and refining requirements, automating documentation, accelerating content creation for marketing and blogs, and even creating rapid prototypes and mock-ups.



These enhanced internal workflows enable PMs to level up, working beyond their skill sets — hence the Super PM. That has direct results in the products they build, evident across sectors:

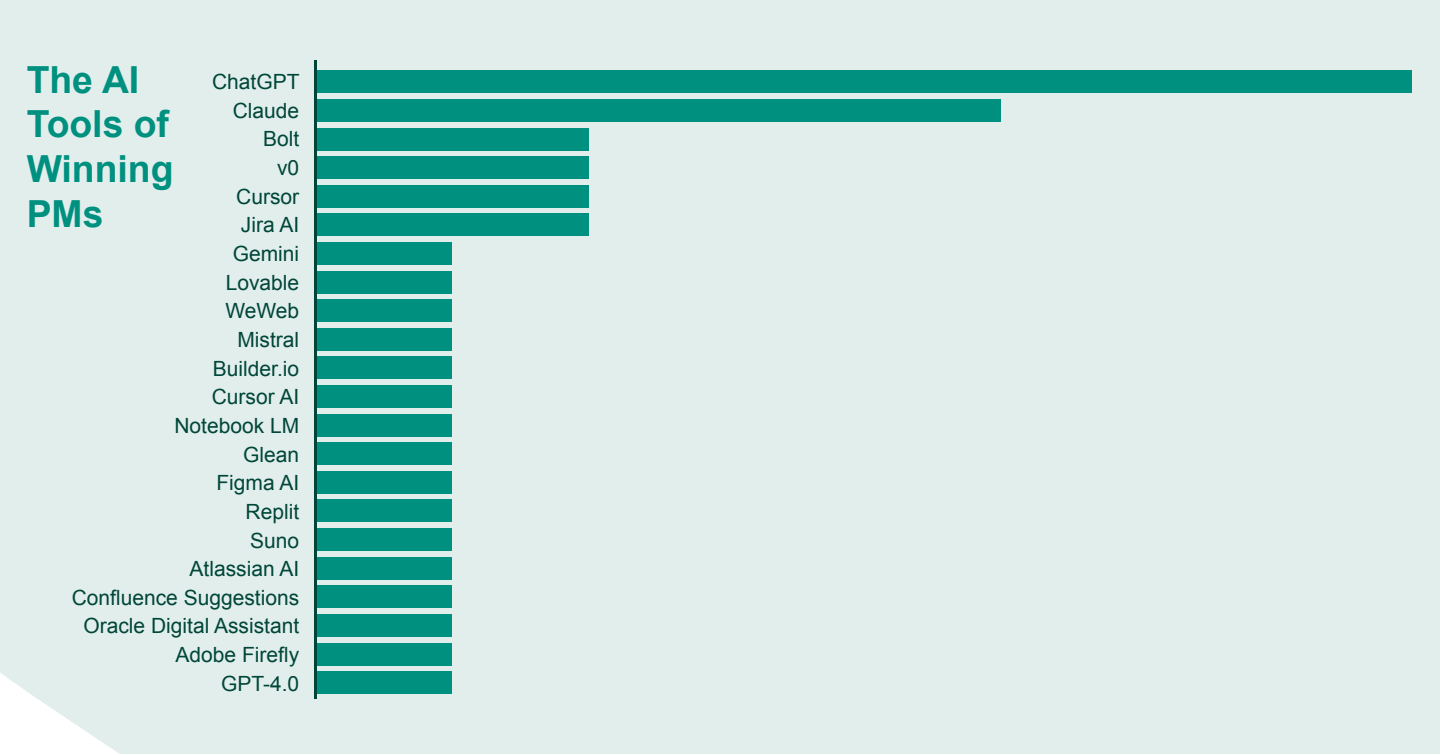
- Winners are rolling out AI-powered features like next-generation recommendation engines, AI-assisted writing tools, and predictive analytics for diverse applications such as customer affinity scores in e-commerce and loan volume forecasting in fintech.
- AI is being used to enhance safety and automation, particularly in areas like road safety through computer vision and machine learning. It's also central to automating complex processes, including underwriting in insurance, smart contract generation in blockchain, and data management platforms in healthcare.
- AI is enabling product solutions that improve operational efficiency, such as automated condition clearing in mortgage applications, self-healing integration patterns, and tools for analyzing user behavior patterns from large datasets.

The winners also demonstrate a distinct Super PM mindset:

- They have a **"curiosity that doesn't turn off,"** in the words of AAB member Keyuri Anand.
  - Srinath Chandramohan stays ahead of Insurtech innovation by carving out dedicated time each week for **research** and professional development.
  - Aritra Ghosh **seeks input from tech partners** by scheduling monthly coffees with key stakeholders and mapping influence networks.
  - Winners use tools like Bolt, v0, Lovable, WeWeb, CursorAI, Replit, and Claude/ChatGPT to **build functional prototypes or mock-ups.**
- They are **thought leaders**, sharing insights in **podcasts, presentations, and written publications:**
  - Rajesh Ranjan not only implements responsible AI frameworks in his work at Meta but also **publishes peer-reviewed research** on the topic.
  - Parul Jain has recently published about the art of leadership, **writing in forums** like The Product Folks and **Products That Count**.

- Suvarsha Rai **serves as a judge** for the MIT 100K competition.
- Stella Li **works as a mentor** for Women in Product in San Diego.
- Anastasiia Moskovchenko has **published articles** in Forbes and Rusbase.
- Mrinmoy Aich is a **certified ACM Reviewer** and IEEE Research Paper Reviewer.
- Nimisha Sharath sits on the **industry board of advisors** at the University of Washington Seattle.

Armed with the right mindset, AI toolkit, and boundary-pushing approaches, this year's winners are redefining the role of the product manager. As their work demonstrates, the era of the Super PM has arrived.



Theme 2: **Outcome-Driven Leadership**

Beyond this generational shift in relation to AI, another defining characteristic of winning PMs is a focus on outcomes. This means looking past the mere delivery of features or outputs and instead **prioritizing the tangible business and customer impact of their work.**

> Top PMs seek disconfirmation, not validation. They think of building and improving products as a journey rather than a destination.



Keyuri Anand
AI Product Lead
at Cilo

The top-performing product managers in 2025 distinguish themselves by linking their technical achievements and product decisions directly to actual business outcomes.

This focus is not just about shipping products; it's about ensuring products solve real problems and drive measurable results. As the Advisory Board highlighted, a notable gap among some PMs was precisely this inability or choice not to connect their work to direct revenue, cost savings, or broader business results, sometimes leading to optimizing for metrics that don't truly move the business forward.

Here are some of the ways award winners exemplify outcome-driven leadership in 2025:

- **Driving revenue growth:** Saee Pansare's project unlocked a $400M revenue opportunity for Amazon Grocery by improving basket size and adoption. Stella Li drove a significant increase in total payment volume at BILL, increasing mobile's contribution to working capital to nearly 50%. Sandeep Shivam increased Product ARR at Tavant by onboarding clients, and Sandeep Jha's work contributed to improved job seeker outcomes at LinkedIn.

- **Achieving cost savings and efficiency:** Nimisha Sharath's road safety initiatives at Uber contributed to a $100M reduction in insurance costs. Abhinav Raj led the rollout of an AI platform driving over $100M in annual customer savings at Clearsense. Tomer Amir's ML algorithm reduced the loan default rate at a fintech startup, saving the underwriting team 75 hours per month. At Oracle, Mrinmoy Aich reduced new client onboarding time by 40%, implementation time by 60%, and integration costs by 40%.
- **Boosting adoption and engagement:** Rajesh Ranjan led an LLM-powered recommendation engine at Meta that exceeded engagement targets by over 150%. Suryakant Kaushik tracks Customer Product Adoption as a key metric at Samsara. Stella Li achieved near-total user migration and maintained a high App Store rating for BILL's rebuilt app. Swetha Viswanatha increased product site traffic and sign-up conversions at Vail Systems.
- **Enhancing customer satisfaction and loyalty:** Sandeep Shivam increased user satisfaction by launching new features at Tavant. Srinath Chandramohan tracks Client SLA and achieved a high satisfaction score at EY. Jane Yuan uses NPS as a key metric for Customer-Centric Business Impact at Smokeball.
- **Ensuring compliance and mitigating risk:** Dan Brodovich built a team at TikTok focused on meeting compliance obligations and navigating increasing global regulatory scrutiny, particularly concerning AI. Saswata Biswas navigated regulatory complexity in cross-border payments for Raisin. Sandeep Jha implemented responsible AI frameworks at LinkedIn.

This outcome-oriented mindset is a hallmark of **product-first organizations**, where decisions are guided by data and analytics and the product experience is strategically focused on solving real problems to drive overall business success.

> The 2025 PM Award winners understand that **product excellence is about making a measurable, positive difference for both users and the business.**

Theme 3: **Adaptability and Cross-Functional Collaboration**

Far from being stuck in any silos or immovable patterns, excellent PMs in 2025 display a **willingness to adapt and work across functions**. This cohort demonstrates that success today demands the flexibility to navigate shifting landscapes and the skill to unite across departments.

> The top-performing PMs know how to influence the teams around them, so their products are prioritized by their company and become impactful revenue and profitability drivers.



Daniel Feldman
Head of Product Management (eMobility)
at Siemens

Adaptability is evident in how great PMs confront the challenges of rapid technological change and market uncertainty. They are not daunted by ambiguity but instead are committed to continuous learning, dedicating time for research, engaging with tech partners, and participating in beta tests. Key strategies here are experimenting early and iterating quickly, building POCs, and separating technology monitoring from product implementation decisions.

Equally crucial is their mastery of cross-functional collaboration. As Amazon Sr. Product Manager Apoorva Mishra says, **"Cross-functional collaboration and driving alignment to deliver is their superpower."** Top-performing PMs understand that building great products requires influencing teams and stakeholders throughout the organization, often without direct authority. They are adept at building alignment and fostering strong relationships.

This is demonstrated through:

- **Working with diverse teams:** Saee Pansare engages 15+ engineering teams and 40+ stakeholders at Amazon; Tomer Amir manages diverse global teams spanning multiple time zones and varying English proficiency at Fernovo and Google.

- **Influencing without authority:** Winners like Dan Brodovich and Stella Li, among others, highlight influencing without authority as a superpower, as they are able to align stakeholders in engineering, legal, policy, design, research, and content.
- **Managing stakeholder expectations:** Suryakant Kaushik believes in co-creating roadmaps with partners to provide visibility, ownership, and transparency, turning potential blockers into collaborators. Abhinav Raj uses stakeholder feedback loops and communication tools like release notes and dashboards to reduce ambiguity at Clearsense.
- **Breaking down silos:** Srinath Chandramohan shifted delivery pods to a skill-based model at EY, breaking down silos across different insurance functions like underwriting, claims, and billing.
- **Uniting behind a vision:** Aritra Ghosh achieved his biggest success in the past year at Microsoft by uniting five competing teams behind a single product strategy. Jane Yuan led a complex tech stack rebuild spanning every product and engineering team at CreditorWatch, a significant cross-functional effort.

Underpinning this collaborative strength are **strong communication, customer empathy, and emotional intelligence**, enabling the best PMs to understand different audiences and build trust.

Ultimately, the ability to adapt to an evolving tech and market landscape while working across organizational boundaries is a defining trait of winning PMs.

Conclusion: Three Themes in Context

What can we take away from these three themes? The 2025 PM Awards show that top product managers are decisively setting the pace. They lead the way when it comes to integrating AI, they champion outcome-driven leadership, and they thrive on adaptability and cross-functional collaboration. Their example provides the roadmap for product excellence.

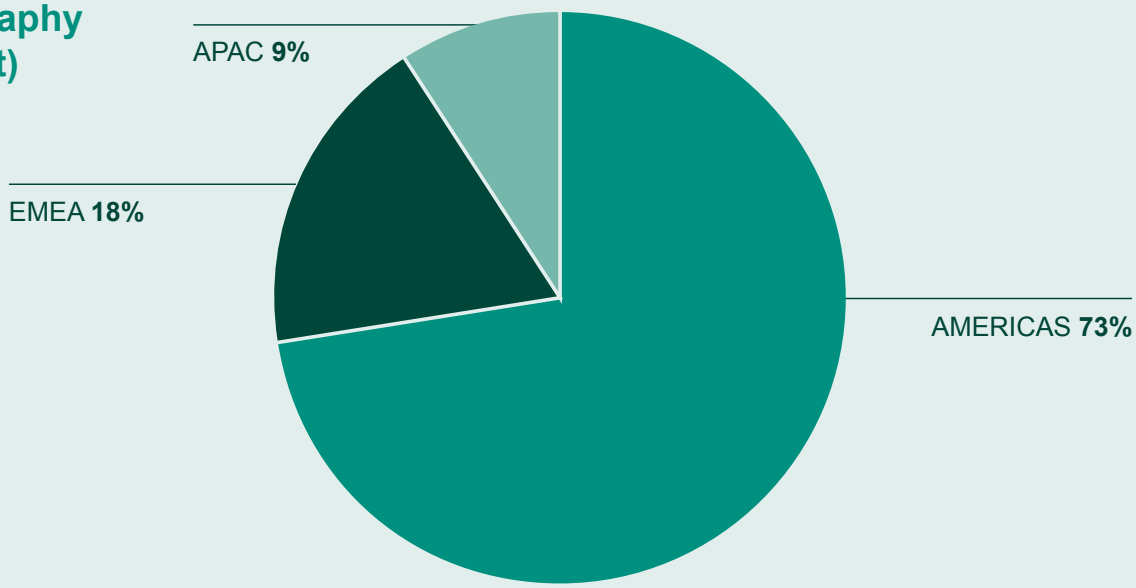
The current generation of product managers is raising the bar. They are not only expanding the capabilities of PMs; they are showing organizations that hiring, empowering, and supporting great product managers is key to staying ahead of the competition.

Now, read on to learn about the people behind the 2025 PM Awards: the judges and the winners themselves.

Who Are the Winners?

The 2025 PM Award winners include representatives from all corners of the globe. Recipients hail from North America (including the USA and Canada), Europe (France, UK), Australia, India, and South Africa.

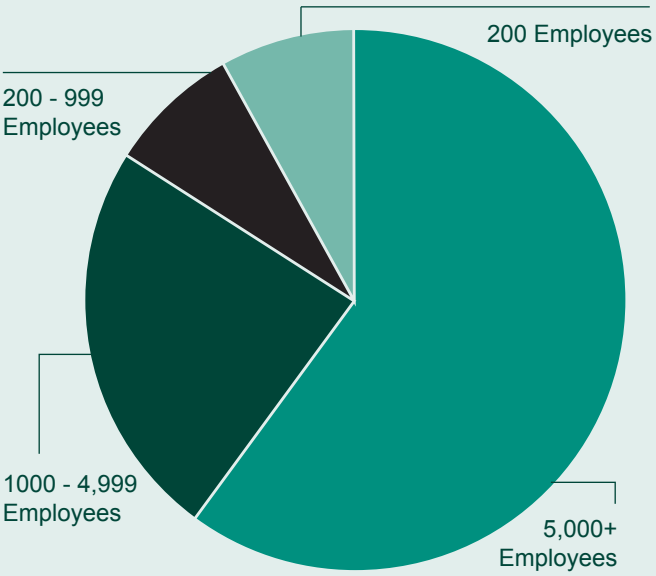
Winners by Geography (Count)



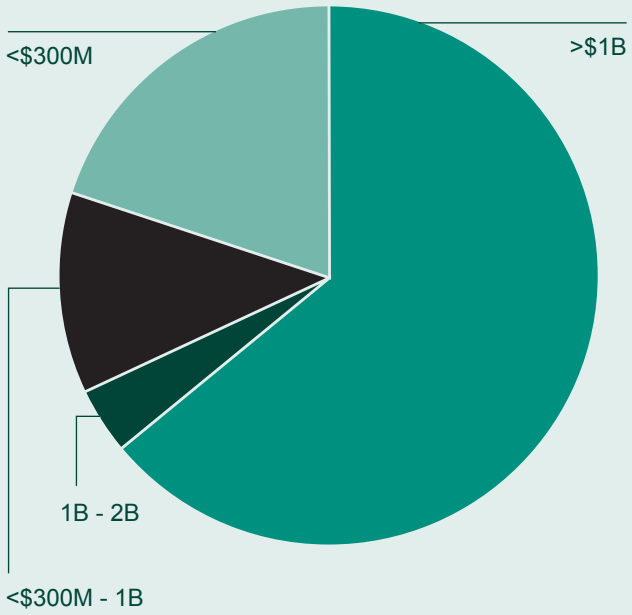
They also represent a broad spectrum of seniority, from Product Managers and Leads like Nimisha Sharath at Uber and Boris Panloup at French startup Pelikan Mobility, to Heads of Product like Megan Cook at Canva and Jane Yuan at Smokeball. It includes Directors like Dan Brodovich at TikTok, and even Vice Presidents like Anna Siabanis at Walmart-owned Massmart.

These product stars are driving innovation at global tech behemoths including Meta, Google, and Microsoft, as well as at dynamic startups and specialized firms across various sectors, with winners coming from organizations of all sizes and revenue levels.

Organization Size Distribution (by Employee Count)



Company Annual Revenue Distribution



A dominant theme in winners' stories is the application of Artificial Intelligence, with numerous recipients like Suryakant Kaushik (Samsara) and Rajesh Ranjan (Meta AI) leveraging AI for advancements in areas from road safety and responsible AI frameworks to next-generation recommendation engines.

Other prominent specializations include fintech, exemplified by winners like Sandeep Shivam (Tavant) and Xiang (Stella) Li (BILL); e-commerce and marketplace optimization; cloud infrastructure; and user experience design.

The 2025 PM Awards also feature a special category selected by Walmart International, spotlighting four strategic product managers within its global operations. These Walmart winners were recognized for being outstanding participants of the **Products That Count Strategic PM Certification Course**, and for reflecting Walmart's commitment to innovation through great product management.

Finally, Products That Count extends a hearty **congratulations to each of the 25 winners of the 2025 PM Awards.**

Meet the 2025 PM Award Winners



Boris Panloup, Pelikan Mobility Product Lead

Winning Achievement in the Past Year

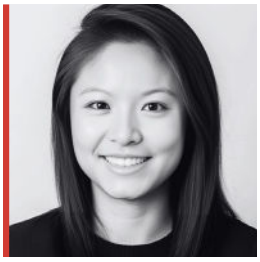
Built a product solo (with a data scientist) using no-code, landing the first 10 customers, €3.5M in funding, and tripling the team size.

With a decade of experience in e-mobility, energy services, and no-code development, **Boris Panloup** knows how to deliver meaningful, user-focused products in a range of complex technical environments.

Boris currently leads product at French startup Pelikan Mobility. He helped build the company's platform from scratch, secured their first 10 customers, raised €3.5 million in funding, and expanded the team from 4 to 12 people.

Boris embraces AI as a game changer — experimenting with emerging tools, running dedicated AI-driven innovation tracks, and integrating validated solutions into the product stack.

Our Advisory Board was impressed with Boris's commitment to delivering results as well as consistently broadening his scope, from technical depth and hands-on execution to his more recent embrace of design and development roles.



Jane Yuan, Smokeball Global Head of Product Management

Winning Achievement in the Past Year

Led a full rebuild of the tech stack, coordinating across teams and reducing legacy traffic by 65%.

With more than a decade of experience driving customer-focused innovation across fintech, SaaS, health tech, and platform infrastructure, **Jane Yuan** brings clarity and calm to complex product challenges.

From boosting product efficiency and platform reliability at CreditorWatch, to driving 10x product growth through strategic partnerships at SafetyCulture and increasing user activation by 30% at Shippit, the Advisory Board was impressed with Jane's focus on measurable and meaningful results.

Now the Smokeball Global Head of Product Management, Jane is committed to building high-performing teams through mentorship, shared learning, and a culture of continuous improvement.



Dan Brodovich, TikTok Director of Product Management

Winning Achievement in the Past Year

Built and led Meta's Transparency & Responsibility team from scratch, meeting EU/US compliance and improving user trust features.

With product experience at Pandora, Meta, and now TikTok, **Dan Brodovich** is living up to his mission to create software products that reach billions worldwide.

Dan expresses a desire to improve online transparency and enable people to shape their online experience to better achieve their inspirational goals. In line with that goal, as the TikTok Director of Product Management, Dan established the Transparency and Responsibility product team, with touchpoints including the non-personalized TikTok experience in Europe and the Manage Topics feature for greater control of the For You Feed. His mission-driven approach caught the attention of the Advisory Board, as did his strategic vision and ability to influence cross-functionally across legal, engineering, policy, and design.

Dan has worked or studied in eight different countries, giving a global-minded perspective to his work from his primary base in California.



Saee Pansare, DoorDash Principal Product Manager

Winning Achievement in the Past Year

Launched a cross-banner selection feature for Amazon Grocery, boosting SKUs, adoption, and basket size — unlocking $400M in revenue.

Saee Pansare leads global teams in launching consumer-facing physical and software products in the food and groceries e-commerce space. With an MBA and a strong track record at Amazon, the Kraft Heinz Company, Blue Apron, and now DoorDash, Saee's success is rooted in understanding stakeholders, building trust, and getting results.

The Advisory Board was impressed with her recent accomplishments at Amazon, where she drove a $400M revenue opportunity by launching a cross-banner selection project for Whole Foods Market and Amazon Fresh, improving SKU availability by 30%, customer adoption by 26%, and basket size by 16%.

Based in New York, Saee's product work is advancing her goal of improving access to food and nutrition among the American population.



Suryakant Kaushik, Samsara Product Leader

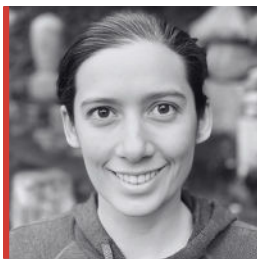
Winning Achievement in the Past Year

Shipped Following Distance v2, an AI dash cam feature that reduces collisions and promotes safer driving behavior.

Suryakant Kaushik is a product leader focused on making roads safer with AI-powered innovations. Working in product at the fleet management and safety platform Samsara, Suryakant led the beta launch of Samsara's Premier Support offering targeting $10M ARR. He played a key role in rolling out AI features like Following Distance v2, Drowsiness Detection, and Lane Departure Warnings.

Leveraging a strong technical background (including three IoT patents), an MBA, and deep customer empathy, the Advisory Board appreciated how Suryakant manages stakeholder expectations with transparent communication and co-created roadmaps.

Based in Texas, Suryakant is making a difference with products that enhance safety, sustainability, and efficiency for large vehicle fleets across North America.



Megan Cook, Canva Ecosystem Head of Product

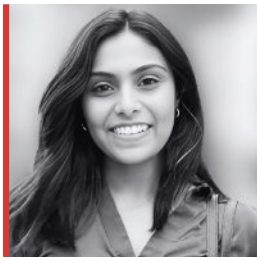
Winning Achievement in the Past Year

Redesigned Jira to reach a broader audience — boosting engagement, conversion, and retention across millions of users.

As the Head of Product for Canva's Ecosystem, **Megan Cook** and her team enrich the experience of more than 250 million monthly active users. Based in Australia, Megan has been instrumental in building a passionate global community of developers.

In the past year, Megan led a major overhaul of Jira's user experience to broaden its appeal beyond software teams, improving customer engagement, conversion, and retention.

With a background as an engineer and a proven track record at Atlassian leading Jira Software's product, Megan combines deep technical expertise with a sharp focus on user experience and customer empathy. Her ability to drive significant change in products used by millions impressed our Advisory Board, highlighting Megan's strategic vision and commitment to delivering value..broadening his scope, from technical depth and hands-on execution to his more recent embrace of design and development roles.



Nimisha Sharath, Uber Product Manager

Winning Achievement in the Past Year

Shifted Uber's road safety strategy, cutting insurance costs by $100M and helping launch Uber Moto globally.

Nimisha Sharath is a Product Manager at Uber, leading transformative improvements in road safety through AI-powered solutions reducing dangerous driving and saving millions in insurance costs.

The Advisory Board loved Nimisha's focus on gamification. This helped her spearhead the shift from penalty enforcement to proactive driver engagement, launching Uber Moto in multiple regulated markets and helping Uber secure the highest rating on the UN's Road Safety Index.

Previously, Nimisha contributed to multimedia and data science projects at Microsoft and Instacart. Based in Seattle, she serves on the industry advisory board of the University of Washington and is a champion for women in tech.



Sandeep Shivam, Tavant Product Lead

Winning Achievement in the Past Year

Integrated Touchless Automation into loan processing, cutting average loan cycle time by nearly 5 days.

Sandeep Shivam has spent nearly two decades driving product performance and strategic outcomes in the U.S. mortgage industry.

Sandeep serves as Tavant Head of Touchless Lending Experience Product Suite, a B2B SaaS platform revolutionizing digital mortgage services for borrowers, loan officers, and brokers.
The Advisory Board was impressed with Sandeep's recent success in incorporating Touchless Automation, which delivers real-time feedback to borrowers on submitted documents and automates the clearance of conditions in over 80% of cases, accelerating the loan process.

In addition to his product work, Sandeep is also a recognized thought leader in the U.S. mortgage industry, publishing insights, engaging with media, and presenting at industry events as a Forbes Technology Council member and Accredited Mortgage Professional (AMP).



Abhinav Raj, Clearsense Technical Product Manager

Standout Achievement in the Past Year

Launched a compliance-ready platform now used by 500+ hospitals — enabling real-time insights and helping raise $50M in funding.

Abhinav Raj is a seasoned Product Manager with 6-10 years of experience, known for leading the rollout of AI-driven data management platforms that have saved customers over $100M annually. At a healthcare technology company with fewer than 200 employees, he delivered 90+ high-impact features, increased sprint velocity by 67%, and built a compliance-ready platform now used by 500+ hospitals to accelerate diagnostics and streamline value-based care. His work also revamped sales demos to help secure $50M in funding.

A master of cross-functional collaboration, data-driven decision-making, and vision, Abhinav balances strategic thinking with hands-on execution. He embeds stakeholder feedback early and often to align priorities and reduce ambiguity. Passionate about product-first cultures, he leverages AI and machine learning to turn complex healthcare data into actionable insights, ensuring products solve real problems while driving operational efficiency and user adoption.



Aritra Ghosh, Microsoft Senior Product Manager

Standout Achievement in the Past Year

Unified five teams behind a single product roadmap through customer interviews and data analysis.

Aritra Ghosh is a Senior Product Manager at Microsoft leading key initiatives for Azure Kubernetes Service (AKS). He has successfully unified multiple teams around a single product strategy by leveraging deep customer insights and data analysis, driving the adoption of features used by over 10,000 customers including OpenAI and Walmart. Aritra's strengths lie in customer empathy, influencing without authority, and data-driven decision-making.

With experience at Oracle and Sezzle, Aritra excels in managing stakeholder priorities through relationship-building and clear communication frameworks. He uses AI tools like Claude and GitHub agents to optimize analytics and issue prioritization, always prioritizing customer experience and continuous feedback in a product-first culture. Outside work, he enjoys working out at the gym and playing squash in Seattle, where he lives.



Anastasiia Moskovchenko, Phillips Lead Product Manager

Winning Achievement in the Past Year

Rebuilt Phillips' auction platform with new features like Popcorn bidding, boosting global bidder engagement and sell-through.

Anastasiia Moskovchenko is a Lead Product Manager at Phillips. She expertly led the full rebuild of Phillips' digital auction platform, driving innovations like popcorn bidding, staggered closing times, and backend automation. Her strategic reorganization of teams into dedicated feature squads significantly boosted bidder participation and maintained an impressive 86% global sell-through rate.

Anastasiia's top strengths include data-driven decision-making, vision and strategy, and communication skills. She tackles the challenge of transforming low-frequency marketplaces by applying frameworks like ICED to increase engagement and retention. She integrates AI into auction insights and hiring processes, enhancing both user experience and team building.

Based in New York, Anastasiia is the founder of ProductOffer, a community of 500+ product managers seeking international opportunities where she hosts weekly expert webinars. Her thought leadership is evidenced by publications in Forbes, VC, and Rusbase, further demonstrating her commitment to fostering innovation in the product management field.



Tomer Amir, Google Cloud Technical Product Manager

Standout Achievement in the Past Year

Developed an ML-powered loan algorithm that increased loan volume 1.3X and reduced defaults by 6%.

Oxford scholar **Tomer Amir** is a Technical Product Manager at Google Cloud specializing in cybersecurity solutions. With previous roles at Microsoft, in Israeli Military Intelligence, and in fintech startups in his home city of London, he has a track record of leading diverse global teams.

At Google, he is building machine learning-powered financial products and cybersecurity technologies. The Advisory Board appreciated Tomer's record of cross-functional collaboration, clear communication, and solving complex technical challenges across multiple time zones and stakeholder groups.

Managing stakeholder expectations remains a top focus as he drives transparency and inclusive collaboration toward building secure, scalable products.



Mrinmoy Aich, Oracle Product Manager & Cloud Integration Architect

Winning Achievement in the Past Year

Launched a digital service accelerator for utilities — cutting implementation time by 60% and costs by 40%.

Mrinmoy Aich is an experienced product manager and architect with over 25 years in enterprise innovation and digital transformation, currently focusing on cloud-native modernization and AI-driven automation in the energy sector. Reporting to the Director of Product Management at a Fortune 500 company, he has led the creation of reusable integration frameworks and digital customer service accelerators that significantly reduce onboarding and implementation times while improving system adoption and uptime.

Known for adaptability, creativity, and customer empathy, Mrinmoy integrates generative AI and autonomous anomaly detection into scalable cloud solutions, boosting efficiency and reducing incidents. His strategic vision emphasizes reusable, extensible products designed for future-proof cloud ecosystems. Based in Texas, Mrinmoy aims to advance product excellence through cross-functional leadership and a deep commitment to user-centered innovation.



Saswata Biswas, Raisin Product Leader

Winning Achievement in the Past Year

Enabled UK customers to invest in overseas bank deposits, unlocking safer growth opportunities.

Saswata Biswas is a seasoned FinTech product leader with nearly 10 years of experience building and scaling products that serve millions. Reporting to the VP of Product Management, he has successfully aligned product OKRs with company growth and navigated complex regulatory environments, enabling UK customers to invest internationally with enhanced trust and transparency. His expertise spans payment orchestration, reconciliation, and user-centric design, particularly bridging Web3 complexity for broader adoption.

Known for his vision, problem-solving skills, and customer empathy, Saswata prioritizes solving real user problems to drive sustainable growth. He actively uses AI tools like ChatGPT and Atlassian AI to improve research and workflows. With a strong commitment to product-first principles, he aims to become a founder and continue building innovative solutions that put customers first.



Swetha Viswanatha, Vail Systems Product Manager

Winning Achievement in the Past Year

Launched Telekit on Square Marketplace, increasing site traffic by 12% and conversions by 20%.

Swetha Viswanatha has over a decade of experience in technology and automotive sectors. At Vail Systems, she spearheaded the design and launch of a telephony SaaS product, and at Ford Motor Company, she led the seat design and release for the 2018 Ford Expedition.

With a background in mechanical engineering, Swetha brings deep technical fluency and cross-industry range to her work. She's a natural problem solver and communicator, collaborating seamlessly across functions to ship meaningful outcomes. Based in Vancouver, Swetha's work has been featured by Mind the Product, and she's leading AI-powered innovations in voicemail transcription and content creation.



Xiang (Stella) Li, BILL Lead Product Manager

Winning Achievement in the Past Year

Redesigned and launched BILL's mobile app in 9 months, increasing payment volume and earning a 4.9 App Store rating.

Stella Li is a PM who is deeply passionate about startups, the democratization of technology, and innovations in technology for the elderly.

As the Lead Product Manager at BILL, she spearheads the mobile platform team. She led the redesign and relaunch of BILL's flagship app with remarkable speed and precision. In under a year, she rebuilt the outdated app from the ground up using modern tech stacks and a modular architecture, resulting in a 4.9 App Store rating, near-total user migration, and a major boost in payment volume and revenue contribution.

As the sole PM for a 13-engineer team, the Advisory Board was impressed with Stella's ability to influence without authority, empathize deeply with users, and align product vision with business goals.

Based in California, Stella actively contributes to the tech community as a mentor for Women in Product in San Diego and serves as a Venture Capital Scout Manager at Uphonest Capital. Stella is the recipient of the 2024 Inspiring Fintech Female award; the 2025 PM Award is yet another feather in her cap.



Srinath Chandramohan, EY Senior Manager Technology Consulting

Winning Achievement in the Past Year

Launched a major ISO-compliant insurance product across all 52 U.S. jurisdictions.

Srinath Chandramohan is a veteran product leader driving transformation at the intersection of insurance and technology. With over 15 years of experience and deep technical roots, he has spearheaded major innovations in commercial insurance platforms — most notably, leading the launch of a 52-jurisdiction ISO-compliant product for one of the largest U.S. carriers. His product superpowers — vision and strategy, cross-functional collaboration, and product evangelism — have enabled him to modernize underwriting systems, streamline delivery pods, and instill a product-first mindset across large, complex organizations.

Based in Texas, Srinath is currently exploring generative and agentic AI to automate underwriting workflows and create AI "co-pilots" for insurers. Passionate about long-term value over short-term wins, Srinath tracks usage-based metrics and client outcomes while continually bringing business stakeholders along on the tech journey. With aspirations to found his own company, he continues to redefine what's possible in insurtech — systematically, strategically, and boldly.



Rajesh Ranjan, Meta AI Product Manager

Winning Achievement in the Past Year

Built Meta's next-gen LLM-powered recommendation system, surpassing engagement targets by 150%.

Rajesh Ranjan delivers business results while advancing responsible AI practices.

As a Meta AI Product Manager, Rajesh led the creation of a next-gen, LLM-driven recommendation engine that supercharged content personalization across platforms reaching billions. This resulted in engagement KPIs exceeded by 150%. The Advisory Board was impressed with his work in personalization, ethical AI, and product strategy that has shaped experiences for billions.

Based in Seattle, Rajesh is also a prolific researcher. He has authored seven peer-reviewed papers shaping global conversations on ethical AI and next-gen retrieval frameworks. His work is cited by researchers at DeepMind, Microsoft, MIT, Oxford, and more.



Suvarsha Rai, Amazon Sr. Technical Product Manager

Winning Achievement in the Past Year

Achieved major improvements in delivery time compliance, earning executive-level recognition.

Suvarsha Rai has over 13 years of experience in the tech industry and a track record of transforming product ideas into award-winning solutions.

Notably, Suvarsha built an ATS recognized as the Best ATS of 2022 by Forbes Advisor. As an Amazon Sr. Technical Product Manager, her cross-team influence led to a $5M revenue boost, all without a single dev ticket from her own team. Our Advisory Board appreciated Suvarsha's blend of clear communication, strategic foresight, and deep customer empathy that has unlocked over $16M in value through innovation funding and reimagined product strategies.

Beyond her professional achievements, she contributes to the tech community in Seattle (and globally) as a mentor, judges for MIT's 100K competition, and is a member of the admissions committee at ISB, her MBA alma mater.



Sandeep Jha, LinkedIn Principal Staff Technical Program Manager

Winning Achievement in the Past Year

Launched LinkedIn's Hiring Assistant, an LLM-powered AI agent transforming recruiter workflows.

Sandeep Jha is a champion for ethical, human-centric AI that empowers people and businesses worldwide.

With over a decade of experience and a technical background, Sandeep launched groundbreaking features at LinkedIn like Hiring Assistant and AI-assisted profile writing. The Advisory Board was impressed with his implementation of responsible AI frameworks to ensure trust, transparency, and measurable value in every AI-powered product.

Based in California, Sandeep uses AI not only in the products he builds but also to amplify his own workflows, from market synthesis to strategic communications. With aspirations to found his own company, Sandeep continues to push the boundaries of human-centered AI, grounded in real user needs.



Tanuj Surve, Stealth Startup Product Manager

Winning Achievement in the Past Year

Won a national innovation award for pioneering blockchain in finance and co-authoring an AI patent.

Tanuj Surve, an award-winning Product Manager in the blockchain FinTech space, has delivered transformative results through a unique mix of strategic vision, creative problem-solving, and seamless cross-functional collaboration. With nearly a decade in product management and a foundation in entrepreneurship, our Advisory Board was impressed with his pioneering of innovative smart contract solutions, his co-authoring of a patent, and his leading AI-driven research efforts with UC Berkeley Law and the Hyperledger Foundation.

Working within a billion-dollar company, Tanuj's product leadership has driven measurable gains in customer satisfaction, delivery accuracy, and market impact. He defines product-first thinking as embedding user needs, agile development, and bold ideas into every phase of the product lifecycle.

Based in California, Tanuj continues to push the boundaries of decentralized finance, driven by purpose, curiosity, and a deep belief in ethical innovation.

SPECIAL CATEGORY: **WALMART INTERNATIONAL STRATEGIC PM AWARD**

The special category winners from Walmart — the **Walmart International Strategic PM Award** — stand out for their unique recognition within the global retail giant's international operations.

This award was created to honor product managers who demonstrate exceptional leadership, strategic vision, and measurable impact across Walmart's diverse global markets. These Walmart winners were recognized for being outstanding participants of the **Products That Count Strategic PM Certification Course.** Their achievements highlight Walmart's commitment to using technology and strategy to drive global business growth and elevate the customer experience through great product management.



Anna Siabanis,
Massmart VP Product Management (Supply Chain)

Winning Achievement in the Past Year

Led strategic planning at Massmart, setting priorities and clearing backlogs for product and tech teams.

Anna Siabanis has more than 20 years of experience in product management, designing and delivering business solutions across various industries such as Retail, Banking, and Public Sector.

Based in South Africa, Anna was recently promoted to Vice President of Product Management for Supply Chain at Massmart, a Walmart-owned company based in her country. In the past year, her superpowers in cross-functional collaboration and data-driven decision making helped her lead the organization in a fruitful annual planning session, identifying key strategic priorities and reducing backlog to help the Product and Tech teams focus effectively.



Elisa Calabrese Finkelstein, Walmart Canada Senior Manager, Digital Growth

Winning Achievement in the Past Year

Drove search and personalization improvements and led tech migrations at Walmart Canada.

Elisa Calabrese Finkelstein has over a decade of experience in the product tech industry and digital marketing. She combines her superpowers as a data enthusiast with a passion for technology and a deep-rooted customer-centric approach.

Based in Canada, Elisa started her career in the digital marketing sphere, where she honed her skills in transforming complex data into strategic, customer-centric action plans, leading to a silver Effie in performance efficiency. These skills carried over to her current role, where she's had the pleasure of working on fascinating projects such as Search and Personalized enhancements and leading tech migrations from a business and product perspective.

Honored as a Rising Star in 2024 and Employee of the Year in 2021, the 2025 PM Award is yet more evidence of Elisa's excellence.



Kanwar Pal Singh Sethi, Walmart Global Tech Principal Product Manager

Winning Achievement in the Past Year

Advanced data-driven decision-making, user-centered design, and team mentorship at Walmart Global Tech.

Kanwar likes to say, "In God, we trust. All others must bring data."

Kanwar Pal Singh Sethi is a product leader in the e-commerce space with a proven track record of driving innovation and delivering great technology solutions. With over a decade of experience in product management across organizations like Amazon and Walmart, Kanwar excels at transforming complex business challenges into scalable products that generate measurable value for organizations and end users.

Kanwar graduated as a mechanical engineer and worked with Honda Cars India before completing his MBA from the Indian School of Business in India. He has consistently contributed to the success of organizations by championing data-driven decision-making, user-centric design, optimizing processes, and mentoring emerging talent in the product domain.



Parul Jain,
Walmart Global Tech Principal Product Manager

Winning Achievement in the Past Year

Led scalable product innovation across Walmart's international markets with a strong AI focus.

Based in California, **Parul Jain** is an experienced product leader with over a decade of experience across industries including telecommunications, mobility, fintech, retail, and e-commerce. She brings deep expertise in the full product development lifecycle (PDLC), with a strong focus on AI-powered solutions and scaling innovation at the enterprise level. Currently leading Tech Product Strategy and Innovation for Walmart International, she drives product innovation at scale, ensuring strategic alignment with business objectives across diverse global markets.

Beyond her core role, Parul is a strong advocate for product excellence, thought leadership, and mentorship, actively guiding emerging product leaders and contributing to the broader product management community.

About Products That Count

Products That Count is the world's largest nonprofit community, engaging 500,000+ product managers and Chief Product Officers (CPOs) united by a mission: to empower everyone to build products that truly count.

In a world flooded with products, only a few ignite passion, deliver value at scale, and transform lives. Behind those exceptional products are visionary CPOs and high-performing product teams driving innovation at the most bleeding-edge companies.

We recognize these trailblazers through our coveted Awards, accelerate careers from PM to the C-suite and beyond through daily best practices, and serve as the trusted advisor to nearly all Fortune 1000 CPOs.

Our Corporate Alliance includes Walmart, Ford, Cisco, Johnson & Johnson, Amplitude, and more. The most admired product leaders across industries serve on our Advisory Council, guiding the future of product leadership.

Together, we're shaping a future where every product counts.
Learn more at **productsthatcount.org**

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