

# ABHIVARMMEN YOHESWARAN

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Product Manager with 9+ years of experience in digital marketplaces, SaaS, and platform product management. Currently owning inventory and partner platform products at Swiss Marketplace Group (AutoScout24 / MotoScout24), where the supply-side APIs, listing systems, and data pipelines I build feed directly into buyer-facing search, recommendations, and listing quality. Background spans API re-platforming, experimentation, generative AI in production, and enterprise platforms in regulated environments.

## Professional Experience

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Swiss Marketplace Group (SMG) AG, Zurich

01/2024 – Present

### Product Manager

- Architected and led a partner-facing API re-platforming, enabling automated data ingestion for 2,000+ professional sellers. Reduced manual entry time by 40% and increased API adoption by 55%, improving the structured data quality that buyer-facing search and recommendations depend on.
- Led partner migration planning and onboarding readiness for the new API platform, aligning engineering, product support, and key accounts to reduce onboarding friction and operational risk during rollout.
- Owned API reliability and data quality metrics (uptime, data consistency, support tickets) as first-class product KPIs, driving improvements that reduced integration-related issues and improved the structured data consumed by buyer-facing teams.
- Drove an AI-powered Listing Descriptions initiative in collaboration with Google AI engineers, improving buyer-facing listing quality through NLP-based content generation. Result: 22% higher listing engagement and 15% more lead conversions.
- Scaled the listing management platform by automating core workflows and improving UX, cutting average listing creation time from 15 minutes to 6.5 minutes and increasing dealer adoption by 20%. Faster, higher-quality listings reduced buyer-side bounce rates by 34%.
- Optimised VIN Identification and vehicle data services used by external partners, increasing lookup adoption by 30% and reducing manual data entry errors by 45%.
- Designed and implemented an A/B testing framework, improving listing completion rates by 18%, reducing seller drop-offs by 12%, and accelerating iterative feature rollouts.
- Orchestrated alignment across engineering, product support, sales, and external partners, improving decision-making velocity by 30% and enhancing seller satisfaction.

F. Hoffmann-La Roche AG, Kaiseraugst, AG

07/2019 – 06/2023

### Product Manager

- Led the development and launch of multiple enterprise SaaS platforms and data products, including cobas(R) Infinity Edge and an automated Data Access Request System, improving operational efficiency by 40% and supporting a 5% increase in global market share.
- Delivered three internal MuleSoft-based APIs within a CHF 2.5M investment, unifying data access for 5+ business units on one platform with zero compliance incidents post-launch.
- Defined product strategy, roadmaps, and KPIs for platform products, improving development efficiency by 30% and reducing release cycle time by 20%.
- Owned backlog prioritisation and sprint planning across multiple teams, increasing release velocity by 20% and reducing post-launch issues by 40% through structured QA and feedback loops.
- Collaborated closely with engineering, data science, and business stakeholders to modernise data workflows and support experimentation and analytics initiatives using Looker.

**Project Manager (Volunteer)**

- Led the construction of 35 houses, managing an LKR 100M budget and positively impacting 140+ people.
- Negotiated supplier contracts and optimised procurement processes, reducing construction costs by 15%.

Royal Dutch Shell, Brisbane, Australia

10/2016 – 01/2018

**IT Business Analyst**

- Enhanced internal software systems, improving operational efficiency by 25% and reducing legacy system maintenance costs by 40%.
- Developed and launched a data-driven training programme, reducing IT support reliance by 30% across 200+ global employees.

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**Education**


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The University of Newcastle, Newcastle, Australia 2015

**Master of International Business**

The University of Newcastle, Newcastle, Australia 2014

**Master of Information Technology**

The Limkokwing University of Creative Technology, Cyberjaya, Malaysia 2012

**Bachelor of Computer Science (Hons) Mobile Computing**

- Awards: **Best in Computer programming** (Top performer in class)

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**Certifications**


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Google (via Coursera) 2021

**Foundations of Project Management**

- <https://www.coursera.org/account/accomplishments/certificate/7HE8GBFAXPH9>

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**Core Skills & Competencies**


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- **Product Strategy & Discovery:** Roadmapping, Prioritisation, OKRs, Product Discovery, User Research, JTBD
- **Data & Experimentation:** A/B Testing, SQL, Looker, KPI Frameworks, Funnel & Retention Analysis
- **AI & Technology:** Generative AI & NLP, Intelligent Automation, Platform & API Architecture, System Design
- **Marketplace & Growth:** Marketplace Economics, Seller & Buyer Experience, Conversion Optimisation, Growth Loops
- **Leadership:** Cross-Functional Team Leadership, Agile & Scrum, Stakeholder Alignment, Influence Without Authority
- **Communication:** Executive & C-Level Communication, Storytelling, Consensus Building, Workshop Facilitation
- **Tools:** Jira, Confluence, Asana, Miro, Figma, Looker, SQL, Postman, Swagger/OpenAPI, Google Analytics, MuleSoft