Harsh Puri

AI Product Leader | Driving LLM & ML-Powered Platforms in Logistics & Travel

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Profile

Senior product leader with 10+ years of experience scaling digital platforms across logistics, travel, and SaaS. Proven track record in building LLM-powered automation tools and intelligent CX solutions that delivered $30M+ impact through operational efficiency, customer experience, and digital adoption. Experienced in improving data quality, workflow correctness, and operational reporting through structured validation layers Passionate about AI, product innovation, and cross-functional leadership.

Experience

Senior Product Leader – Digital Transformation   May 2023 – Present │ Amsterdam, NL
A.P. Moller Maersk

- Drove the AI strategy for Air & LCL and built the core capabilities powering **Maersk.com** ↗ **self-service**—combining **LLM fine-tuning**, **ML workflows**, **automated routing/rating**, **data validation**, and **milestone intelligence** to improve online bookings and shipment visibility, delivering **$7.6M EBIT uplift**.
- Scaled autorating adoption from **14% → 80%**, streamlining billing and unlocking **$11M EBIT** through higher data integrity, automated checks, and expanded touchless processing.
- Designed foundational platform capabilities—including the **CX validation framework** (data checks, vector search, master-data reconciliation) and the **multi-agent workflow architecture** supporting vendor communication, routing, and milestone updates—creating a unified data flow that will drive automation at scale and free **130+ FTE** annually.
- Led and mentored **5 Product Managers**, driving cross-functional alignment and delivering **$22M GP (Air)** and **$4M EBIT (LCL)** in productivity gains while scaling AI adoption globally.

Senior Product Manager – Experience   Jul 2021 – Apr 2023 │ Amsterdam, NL
Navan (formerly TripActions)

- Launched GPT-powered customer assistant chatbot, automating query resolution and driving **self-service adoption** — improving CSAT and delivering **$1.2M annual savings**.
- **Redesigned agent workflows**, reducing handling time by **10%** and saving **$1M annually** through efficiency improvements.
- **Architected an omni-channel CX platform**, consolidating communication systems and cutting **$2.64M in monthly costs**.
- **Scaled the product organization** from 1 → 3 scrum teams, hiring PMs and engineers to expand CX innovation.

Senior Product Manager – Travel SaaS   Apr 2020 – Jul 2021 │ Bangalore, IN
Blibli (via Coviam)

- **Delivered SaaS travel platform** for corporate, agency, and retail clients, expanding the user base from **135K → 165K** and driving **137% revenue growth**.
- **Implemented advanced authentication & authorization frameworks**, strengthening security and boosting customer adoption.
- **Expanded OTA platform coverage** to include **101 airlines, 3.6M+ accommodations, 49K activities, and 2.3K events**, enhancing global product reach.

Senior Product Manager – Core Platform   Nov 2016 – Apr 2020 | Bangalore, IN
Wipro Technologies
- **Led Way2Go**, a B2B travel & expense platform serving **50K active users** and processing **600+ trips daily**.
- **Directed 3 scrum teams** (17 developers, 4 QA, 2 PMs, 1 UX) to deliver scalable enterprise travel solutions.
- **Defined platform roadmap and GTM strategy**, driving adoption across multiple enterprise clients.

Technical Product / Program Manager   Apr 2014 – Nov 2016 | New Delhi, IN
SITA
- **Delivered large-scale Passenger Name Record (PNR) migration programs** with a best-in-class **0.02% rejection rate** across global airline systems.
- **Owned and executed product roadmaps** in partnership with international airline stakeholders, delivering scalable and compliant passenger service solutions.

Earlier Roles

Technology consultant   Feb 2008 – Mar 2014 | New Delhi, IN
Interglobe Technologies
Drove enterprise mobility initiatives, delivering multiple POCs and workflow automation pilots.

Senior Developer   Apr 2006 – Jan 2008 | Dubai, UAE
Emirates Airlines
Built and maintained core airline applications, enabling smoother passenger and cargo operations.

Developer   Apr 2005 – May 2006 | Mumbai, IN
NIIT Technologies
Developed enterprise applications as part of airline technology solutions team.

Core Skills

AI/ML Product Management
- Advanced Prompting (Zero/Few-shot, CoT, ReAct) · Retrieval-Augmented Generation (RAG)
- LLM-Powered Agents · Function Calling & Tool Use · Fine-Tuning (RLHF) · AI Safety & Moderation
- Model Evals & Observability (Qualitative, Programmatic, Judge LLMs)

Product Leadership & Business Impact
- 0 → 1 Product Development · AI Use-Case Validation · Roadmapping & GTM Strategy
- Cross-Functional Leadership (Eng, DS, Ops) · Driving Adoption, Efficiency & Growth

Platform
- CargoWise workflows (Air & LCL)
- EDI/portal integrations
- Event-driven data flows, vendor & milestone logic

Education

B.Tech (Information Technology)   Apr 2001 – Apr 2005 | New Delhi,IN
Guru Gobind Singh Indraprastha University

AI Product Management Certification   Nov 2025
Miqdad Jaffer - Maven