

# Preeti Chakravarti

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## Product Leader | AI-Enabled Products | Financial Services & Fintech

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### SUMMARY

Product leader with 10 years of experience owning and scaling digital and platform initiatives across banking, insurance, fintech, and e-commerce. Background in Computer Science with an MBA in Strategy & Marketing. Certified PSPO ([Scrum.org](https://www.scrum.org/)). Experienced leading cross-functional teams in complex environments to deliver high-impact platform and customer-facing products. Recent focus on GenAI product design and AI-enabled tools, with hands-on experience prototyping using generative AI technologies.

### Expertise

Product Vision & Strategy | Cross-Functional Stakeholder Management | Data & Analytics  
Platform & API Development | Business Transformation | AI-Enabled Product Design

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### PROFESSIONAL EXPERIENCE

**Scotiabank Digital** (*Digital Division of the Bank of Nova Scotia*) | Toronto, Canada

#### Group Product Manager, Platform

Oct 2022 – Nov 2025

- Owned platform roadmap; launched enterprise Outage Notification System, reducing outages 10% and increasing NPS +15
- Led internal API system development across 25+ stakeholders; improved performance and reduced load time up to 30%.
- Managed 3 PMs and partnered with 15+ engineers across mobile platforms to deliver business transformation and platform modernization, standardizing features across Android and iOS.
- Led development of GenAI-driven personalization capabilities, defining product vision, KPIs and roadmap; worked across engineering, data science and design to deliver behavior-based content recommendations projected to drive 8–10% feature adoption increase.

#### Senior Product Manager, Help & Search/Platform

Nov 2021 – Oct 2022

- Launched Online Appointment Booking (<https://hello.scotiabank.com/book/customer-flag>), exceeding booking targets by 30%.
- Led integration of Retail Banking & Investment apps, driving ~\$10M incremental revenue.

#### Product Manager, Help & Search

Sep 2020 – Nov 2021

- Drove adoption of digital self-serve channels including chatbot and secured messaging, reducing contact center costs by ~\$1M annually, demonstrating ability to drive product adoption and change management across frontline users.
- Owned and optimized Scotiabank's digital product knowledge base (Help Centre: <https://help.scotiabank.com>), improving search conversion from 80% to 98% through UX and algorithm improvements, directly reducing escalations to contact center.

**PolicyAdvisor.com** | Toronto, Canada (*InsurTech startup that provides Canadians with life & living benefit insurance solutions.*)

#### Product Manager (First PM hire)

Nov 2019 – Sep 2020

- Increased lead volume 15% by implementing click-to-call/chat across acquisition funnel.
- Reduced quote-to-policy turnaround time 10% by optimizing self-serve buying journey.
- Led website redesign (25+ pages), increasing average session duration 23%.

**HDFC Life** | Mumbai, India (*India's largest private sector life insurer with Assets Under Management of ~\$25B.*)

#### Digital Product Manager – E-commerce

Jun 2015 – Mar 2019

- Launched digital insurance products generating 2M INR revenue in 6 months.
- Improved digital campaign response rates 10% via A/B testing and targeting optimization.

### EDUCATION

- MBA, Marketing & Strategy, Mumbai University (2013-2015)
- Bachelor of Engineering (Computer Science), Cochin University (2006-2010)

### Professional Development

- GenAI Simulator and AI Prototyping - GoPractice (2026): hands-on prototyping experience with generative AI tools including building functional product prototypes.
- Scrum.org Certified Professional Scrum Product Owner
- High Impact Presentations Certification, Dale Carnegie Training