

AYESHA SYED

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Buffalo, NY

SUMMARY

Experienced Product Manager with 8 years in enterprise B2B SaaS, building operational workflow products and shipping GenAI feature into audit, compliance, and inspection platforms for Fortune 500 subscribers. I practice evaluation-driven AI development - tiered quality scoring, release-readiness gates, RAG and retrieval quality, model evaluation, and responsible-AI review with AI helpers reaching 24K monthly active users in 3 months and a 21% increase in feature upsells. Built the business case for an agentic compliance feature that secured \$185K in combined funding across 3 subscribers. Computer science engineering background, backed by M.S. in MIS from SUNY Buffalo.

WORK EXPERIENCE

8 progressive years at Benchmark Gensuite → M.S. MIS at University at Buffalo

Leader → Senior Leader, Product Management & Experience [U.S. Equiv.: Senior PM] **Jan 2024 – Jun 2025**

Led agentic workflows strategy across the audit & regulatory compliance, CAPA tracking, and inspection product portfolio, spanning 0-to-1 product definition and AI-powered feature delivery

- **AI Product Delivery:** Shipped 3 AI-powered features across audit & regulatory compliance, CAPA tracking, and inspection products. AI helpers launched to the full subscriber base reached 24K monthly active users in 3 months
- **Evaluation & Release Quality:** Defined release-readiness criteria requiring a tiered evaluation gate – each feature scored across high/medium/low quality tiers on real use cases, with launch gated at a 90% high-tier/0% low-tier pass rate
- **Workflow Automation & Efficiency:** Delivered AI assistants for summarization and report drafting, reducing drafting time by 65%. AI-driven safety and non-compliance detection accelerated overdue finding closure by 32%
- **Customer Discovery & Adoption:** Led discovery calls and implementation strategy for Configuration Console, a self-service admin configuration product. Piloted with 5 enterprise customers, with 3 adopting and non-adopter feedback shaping the next sprint
- **Business Case & Funding:** Built the business case for an agentic Regulatory & Compliance agent, securing a Q4 2025 roadmap commitment with \$185K in combined funding including \$60K co-funded by 3 Fortune 500 subscribers
- **Revenue Growth:** Released an AI-powered, OCR-based inspection checklist auto-upload converting uploaded PDFs and photos into digital checklists with automated responsibility assignment contributing to a \$2.5M increase in ARR. AI capabilities drove a 21% increase in application feature upsells per quarterly subscriber success reporting
- **Product Development:** Created a digital signature feature for routine site inspections, eliminating printed supervisor signoffs and expediting time to completion by 35%
- **0-to-1 Product Definition:** Authored the PRD and high-fidelity wireframes for Benchmark Ultra, a streamlined app covering critical audit & compliance, inspection scheduling, and incident management workflows for day-to-day workplace safety

Senior Manager, Functional Product Leadership [U.S. Equiv.: Product Manager] **Nov 2021 – Dec 2023**

Directed product, spanning new product launches, content partnerships, and feature monetization

- **Partnerships & Integrations:** Served as client liaison for regulatory content partners STC and Enhesa, delivering the latest regulatory updates and citations through API integrations.
- **Product Launch & Adoption:** Led conceptualization and release of a Self-Service Checklist Authoring portal for internal regulatory standards and site audit management, increasing adoption by 40% with an estimated \$500K in annual revenue
- **Monetization:** Managed and finalized the application feature catalog and subscription pricing alongside app directors and VPs
- **Execution & UX:** Supervised sprint delivery against formalized KPIs and OKRs. Proposed UX and process flow for concurrent auditing with autosave, override, and version history capabilities

- **Thought Leadership:** Led the 2021 Benchmark Gensuite virtual conference track for audits & regulatory monitoring alongside the CEO and a guest speaker from Ineos Styrolution

Manager, Functional Product Leadership [U.S. Equiv.: Assoc. Product Manager]

Jan 2021 – Nov 2021

First people-leadership product role. Owned quarterly roadmap delivery for the audit & compliance portfolio and built a small functional team

- **Feature Delivery:** Brainstormed and released a custom response set feature for health & safety checklists, owning the full cycle from PRD, wireframing, leadership approval, development tracking, pre-production testing, to feature marketing
- **Product Development:** Developed a corrective action tracking feature for action update history logs and progress notes tracking. Released UI/UX improvements across the inspection program
- **Team Leadership:** Onboarded and trained 3 direct reports to support roadmap feature implementation across the portfolio

Business Analyst → Lead Business Analyst

Jul 2017 – Dec 2020

Progressed from functional support trainee to lead business analyst, becoming SME for the regulatory compliance and auditing suite, inspection program, and CAPA management

- **Roadmap Ownership:** Owned internal product roadmap and sprints for new feature development and re-engineering across the regulatory compliance suite. Proposed workflow improvements for subscriber retention
- **Enterprise Client Management:** Client liaison for Amazon EHS and Colgate-Palmolive. Managed support and enhancement requests for accounts including GE, Eli Lilly, Grainger, and Pactiv Evergreen
- **Project Execution:** Led execution of custom projects and system implementations (\$5K–\$50K), owning scoping, UAT, and production release. Translated RFPs into proposals and SOWs with project costs and technical requirements

ACADEMIC PRODUCT WORK

Head of Product, Inventory & Order Management System | VIA (Buffalo nonprofit)

Feb 2026 – May 2026

- **0-to-1 Delivery:** Order management product from discovery to production for a nonprofit serving the visually impaired, requirements gathering with non-technical stakeholders, solution design on Power Apps + SharePoint

Product Go-to-Market Analyst - mRehab | University at Buffalo

Nov 2025 – Jan 2026

- **GTM Strategy:** Conducted market research, competitive analysis, and market sizing to identify NY pilot opportunities for a digital stroke recovery tool. Contributed to commercialization and business case development

Vice President, Product @ UB

Aug 2025 – May 2026

- **Community Leadership:** Spearheaded initiatives for aspiring product leaders at UB, cultivating industry connections and programs that turn ideas into impactful products

EDUCATION

M.S. Management Information Systems, University at Buffalo, SUNY – July 2025 to May 2026 | GPA 3.8/4

B.E. Computer Science, VTU, Belagavi, India - Jul 2016 | Highest Distinction

ADDITIONAL INFORMATION

AI/ML Product: AI evaluation & observability (evals, LLM-as-judge, human annotation, release-readiness gates), RAG & retrieval quality, model evaluation, agent trajectory evaluation, GenAI capability scoping, prompt & context engineering, LLM-powered workflows, responsible-AI review, partnering with data scientists & ML engineers

Tools: Claude Code, Claude Cowork, Lovable, Cursor, Jira, Figma, Tableau, Microsoft Power Apps, Google Analytics, Python (data analysis), SQL & MS Excel

Certifications: Evaluating AI Agents, Red Teaming LLM Applications, DeepLearning.AI Agentic AI, AWS Certified AI Practitioner, IBM AI Product Manager