

KAUSHIK KUBERANATHAN

SAFe POPM® | PMI-ACP® | CSPO® | CSM® | Pendo: AI for Product Management | Product-Led Growth
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Executive Summary

Product and consumer platform leader with 15+ years of experience building, scaling, and modernizing digital products across high-usage mobile apps, marketplace platforms, customer self-service, commerce, and operational workflows. Currently leading product strategy, roadmap, discovery, and performance for Cox's 5M+ MAU digital app ecosystem across Residential, Mobile, and Business experiences.

Known for turning ambiguous customer problems into scalable product strategies, aligning cross-functional teams, and launching mobile-first experiences that improve adoption, automation, customer trust, and business outcomes. Bring a differentiated combination of large-scale product leadership, AI-assisted product building, youth sports coaching experience, and firsthand empathy for the coaches, parents, athletes, and volunteers who make community sports work.

Strategic Leadership Experience

Lead Product Manager, Digital

Cox Communications | Atlanta, GA | 2023 – Present

Own product strategy, roadmap, discovery, and performance for Cox's flagship Residential, Mobile, and Business App experiences serving more than 5M monthly active users. Lead initiatives spanning mobile-first customer experiences, digital commerce, self-service, customer lifecycle engagement, pricing transparency, analytics, accessibility, regulatory readiness, and AI-assisted product workflows.

Consumer Product Strategy & New Experience Development

- Lead roadmap strategy and prioritization across high-value app experiences supporting commerce, lifecycle management, customer self-service, account transparency, and proactive engagement.
- Translate ambiguous customer and business opportunities into product strategies, MVP definitions, experience requirements, success metrics, and sequencing recommendations.
- Led discovery and delivery across native Add-Ons, Device Payment Plans, Residential Value Proposition, Smartwatch Line Visibility, Agreements & Discounts, Universal Cart readiness, and Cox Business App modernization.
- Defined reusable experience patterns for pricing, eligibility, disclosures, order confirmation, account visibility, deep links, dynamic media, and role-based access.
- Simplified high-friction customer journeys by replacing web link-outs with native app experiences, including reducing select purchase flows from five steps to two.
- Partner across Product, Engineering, UX, Analytics, Marketing, Legal, Finance, Billing, Care, Product Marketing, and business leaders to align around shared outcomes and customer value.

Growth, Experimentation & Data-Informed Product Leadership

- Established the Cox App as a high-performing digital growth channel by expanding its role from account management into native commerce, lifecycle engagement, and service-to-sales experiences.
- Built and scaled in-app messaging, embedded campaigns, and targeted communication frameworks supporting mobile growth, customer education, retention, onboarding, and product awareness.
- Partnered with Analytics and Data teams to define KPIs, funnel tracking, conversion measurement, containment metrics, campaign attribution, and executive performance reporting.

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- Used performance data to guide roadmap prioritization, course corrections, investment decisions, and executive recommendations.
- Selected outcomes: 32% YoY app commerce revenue growth; 4x order growth through native commerce modernization; ~96% digital containment; 87%+ automation across native Add-On flows; 11% lift in App campaign conversion; reduced add-on onboarding timelines from eight weeks to under two weeks.

Product Team Development & Operating Model Leadership

- Operate at director-level scope by setting portfolio direction, influencing roadmap decisions, creating reusable operating models, and developing product talent across matrixed teams.
- Mentor product managers, analysts, interns, and cross-functional partners on product thinking, discovery quality, stakeholder management, requirements clarity, and outcome-driven execution.
- Led structured knowledge transfer during Residential-to-Cox Business App ownership transition, creating “How to” playbooks, cross-functional partner maps, intake models, epic templates, and operating cadences.
- Supported hiring panels for Digital Product roles, evaluating candidates for product mindset, customer empathy, collaboration, stakeholder influence, and long-term culture fit.
- Created centralized intake processes, Jira dashboards, documentation standards, status frameworks, and decision records that improved transparency, onboarding, and portfolio governance.
- Fostered a collaborative product culture through team connection, cross-functional alignment, open communication, and practical coaching.

AI-Enabled Product Discovery & Execution

- Champion practical AI-assisted product workflows across research synthesis, competitive analysis, meeting intelligence, requirements refinement, product documentation, customer messaging, and executive storytelling.
- Reduced research and documentation effort by more than 60% while improving stakeholder alignment, decision speed, and communication quality.
- Used AI to accelerate learning in new domains, evaluate emerging customer experience patterns, and improve the quality of PRDs, epics, roadmap narratives, and product strategy materials.
- Demonstrate hands-on AI product building outside of work through a youth sports technology product focused on lineup generation, game-day decision support, and coach workflow simplification.

Program & Technology Leadership

Cox Automotive and Equifax | Atlanta, GA | 2010 – 2023

Progressive leadership experience driving enterprise transformation, operational modernization, platform strategy, and large-scale digital initiatives across Cox Auto and Equifax. Led cross-functional teams spanning product, engineering, architecture, and business stakeholders to deliver complex programs with measurable operational and financial impact.

- Led enterprise platform modernization supporting Manheim shared services, title operations, settlement workflows, logistics integrations, and operational platforms across auction, commercial, and partner ecosystems.
- Led API-first modernization initiatives that transformed legacy operational workflows into scalable, event-driven product platforms.
- Partnered with Product, Engineering, Architecture, Operations, Shared Services, Finance, and client-facing teams to align roadmap priorities and deliver platform capabilities across complex enterprise environments.

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- Reduced title-processing turnaround time by ~75% through platform modernization, workflow automation, and improved system visibility.
- Delivered ~\$450K in annual savings through logistics modernization and title workflow improvements.
- Supported commercial clients and partner integrations involving Ford, logistics providers, title workflows, and shared-service operations.
- Led a \$35M enterprise transformation program to migrate legacy data center infrastructure and customer platforms to Google Cloud, coordinating product, technology, and business teams across multiple global regions during the COVID-19 pandemic.
- Directed delivery across hundreds of stakeholders while balancing competing priorities, regulatory requirements, customer commitments, operational risk, and executive expectations.

Youth Sports Product Builder & Community Leadership

Youth Sports Coach and AI-Assisted Product Builder

Atlanta, GA | 2025 – Present

- Coach youth baseball and support youth sports experiences as a parent, volunteer, and builder, bringing firsthand empathy for coaches, parents, athletes, scorekeepers, and team communities.
- Designed and built a mobile-first youth sports lineup product to help volunteer coaches manage batting orders, defensive rotations, player fairness, game-day visibility, and communication under real-time pressure.
- Applied AI-assisted product development and large-scale product leadership principles to a community sports problem: simplify complexity, reduce cognitive load, support fairness, and help coaches make better decisions with confidence.

Education

- **M.S., Industrial & Systems Engineering** – University of Florida
- **B.E., Electronics & Communication Engineering** – Anna University

Core Competencies

Consumer Product Strategy | Product Team Development | Mobile App Experiences | New Product Discovery | Product-Led Growth | Youth Sports Technology | AI-Assisted Product Workflows | Customer Experience Strategy | Experimentation & KPI Frameworks | Cross-Functional Leadership | Roadmap Prioritization | Executive Storytelling | Product Operations | Data-Informed Decision-Making | Customer Lifecycle Engagement | Platform Modernization