

JACINTHA VUNDI

PRODUCT MANAGER

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Product manager with 10+ years in consumer platforms and fintech. At Gojek, built in-app chat to 20M messages a day at peak across Southeast Asia and brought it in-house, saving \$4–5M in annual vendor fees. At Prodigy Finance, led product for a \$1B+ loan book; community contributed 6.8% of 2022's loan volume and school expansion contributed ~22% of 2024's.

EXPERIENCE

Parental Career Break Dec 2024 – Present

Full-time parenting; product-management mentoring on ADPList.

Prodigy Finance Apr 2022 – Nov 2024

Global lender to international masters students | Remote

Senior PM, Community (Apr–Nov 2022) → Group PM, Loan Servicing (Dec 2022–Aug 2023) → Growth PM, Originations (Sep 2023–Nov 2024)

Launched the community programme, which contributed 6.8% of 2022's loan volume. Led a 3-PM Loan Servicing team across a \$1B+ book in 2023, then school expansion that contributed ~22% of 2024's loans (~\$77M). Promoted three times in 2.5 years.

- Built the community programme around existing borrowers rather than prospects to encourage trusted referrals, resulting in 678 funded loans (~\$27M) in year one.
- Led mobile repayments and self-service: in-app payment share rose from 62% to 68%, and a payment-status A/B test cut support contacts 20%.
- Secured \$800K for the servicing roadmap. Automation cut settlement-offer handling from 22 to ~9 minutes, document handling time by ~95%, and monthly close from 3 to 2 days.
- Expanded the partner-school network from ~900 to ~2,100, increasing coverage outside the US and cutting onboarding time 70%.
- Redesigned the application journey before peak season, restoring visitor-to-application conversion from 6.3% to 10% with no change in applicant quality, and increasing application completion 27%.

Gojek Jun 2016 – Mar 2022

Consumer marketplace and super app | Bengaluru

One of Gojek India's first five PMs; left as Head of Product for a platform reaching 5.7M daily active users (~20M monthly).

Head of Product, Communications Platform — Sep 2021 – Mar 2022

- Led 4 PMs across ~9 communications products serving 5.7M daily active users (~20M monthly). Set a merchant-advertising strategy across chat and the wider communications platform, informed by ~90% chat adoption in Indonesia and ~56% of GoFood merchants having no ratings. Built the commercial case and helped secure highly contested central Home placement for chat, which went live as part of this strategy. Coordinated this with messaging governance, internal notification billing and Jeklin to prepare the platform for merchant advertising.
- Launched Jeklin, a conversational assistant, alongside Snippets and Shuffle cards for critical messages. Push CTR rose from ~1% to 2.5–4% within a quarter. Jeklin achieved 2x the CTR and up to 5x the conversion of push and inbox to actions like making a booking or setting up GoPay, and later became Gojek's named assistant in Indonesia.

Principal Product Manager, Chat — Jan 2018 – Aug 2021

- Built GoChat to 20M messages a day at peak across Southeast Asia (16M in Indonesia alone), with near-universal use on orders within three months. Led the decision to build chat in-house and migrated without downtime, saving \$4–5M in annual vendor fees.
- Replaced paid SMS and calls for rider-driver coordination. Chat-enabled bookings had 17% fewer cancellations, and ~80% of drivers no longer needed OTP re-logins.
- Expanded chat with Quick Messages (~45% adoption), translation, P2P payments, group chat and plugins for other teams. Launched in Vietnam, Thailand and Singapore, working directly with Vietnamese officials on regulatory requirements. Grew the team to 3 PMs.

Product Manager, Ride Hailing — Jun 2016 – Dec 2017

- Launched Go-Bluebird, integrating a 23,000-car taxi fleet across five cities. Led Google Maps live tracking, improving ETA accuracy ~20% (Google Maps Platform case study).
- Led a backend rewrite without downtime through ~900x order growth. Prototyped GoHail in four weeks; stopped it after competitor research.

EARLIER EXPERIENCE AND EDUCATION

Product Manager | Adsolv Digital (Zwibe) Sep 2015 – May 2016

Business Analyst | nanobi analytics Jun 2013 – Aug 2015

B.Tech, Electrical Engineering | National Institute of Technology, Raipur 2008 – 2012

CORE CAPABILITIES

Product strategy & prioritisation · Customer discovery & JTBD · 0→1 launches · Funnel optimisation · Platform products · Cross-functional delivery · PM hiring & mentoring