

ARIHANT RAWAT

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Product-driven technologist with experience as an app and full-stack developer across high-growth startup and enterprise environments. Built and scaled consumer products from scratch at Cult.fit, working closely with engineering, product, design, and operations on user discovery, feature prioritization, and end-to-end ownership as the company grew to unicorn status. Later delivered large-scale enterprise products at Salesforce in a highly cross-functional setting. Seeking a product management role to combine technical expertise, product thinking, and business training to build user-centered products

EXPERIENCE

Salesforce – Bangalore, India

October 2023 – July 2025

Senior Product Developer (Member of Technical Staff)

- Designed and executed freemium-to-paid monetization for a B2B SaaS data integration tool, leveraging customer research and feature gating to drive \$90K in incremental revenue over 3 months
- Addressed slow customer query resolution for Salesforce Context Service by implementing an AI-driven solution that automated resolution of customer queries, reducing resolution time by 60% and increasing NPS by 6 points
- Led cross-functional collaboration across design, operations, engineering, and product teams to define business requirements and build UI workflows and APIs for Salesforce Context Service, supporting 5 major product releases
- Drove enterprise adoption of Salesforce Context Service by delivering presentations and product demos, and providing enablement documentation to business stakeholders, enabling 30% adoption across Sales, Data, and AI Clouds
- Identified root-cause issues in external data integrations for Salesforce Context Service and designed a secure data-abstraction layer to centralize data access, improving processing efficiency by 20%

Cult.fit (Unicorn Health and Fitness Startup) – Bangalore, India

July 2021 – October 2023

Senior Product Developer (January 2023 – October 2023)

- Launched new-to-market digital health and fitness products in an untapped region by leading the app team and coordinating with 6 cross-functional teams under tight timelines, generating \$4.1M revenue in 9 months
- Developed an AI-powered workout recommendation feature for beginner gym users, supporting a 10K+ user base, achieving 30% feature adoption and driving an 18% increase in weekly active users
- Conducted user and market research across a ~30M user TAM to identify PCOD/PCOS opportunities, validated prototypes with target users, and launched a coaching platform, onboarding 15K+ users
- Secured wearable device data in the app by implementing encryption and role-based access controls, protecting data for 60K+ users and enabling safe syncing of health metrics, supporting privacy compliance and user trust

Product Developer (July 2021 – January 2023)

- Owned conversion funnel optimization for a live digital workout streaming product, leveraging A/B testing and user behavior analysis to drive a 12% increase in purchase rate in 1 month
- Spearheaded MVP-to-scale delivery of multiple pilot digital products (Cult Bootcamp, Lift, Transform Plus, Live) in a fast-paced, cross-functional environment, generating \$1.3M in revenue
- Mitigated scaling and performance risks for the cult.fit consumer mobile fitness app by migrating key features from React Native to Flutter framework, reducing app load time by 40% and accelerating release cycles

EDUCATION

University of Southern California, Marshall School of Business – Los Angeles, CA

May 2027

Master of Business Administration (STEM)

- Honors: W. Clark and Hazel Prediger Endowed Scholarship, Dean's Merit Scholarship (100%), GMAT FE 705
- Membership: High Tech Association, Marshall Consulting & Strategy Club, Marshall Soccer Club

Netaji Subhas Institute of Technology – Delhi, India

May 2021

Bachelor of Engineering, Information Technology (Computer Science)

- Honors: First Class Distinction (CGPA 8.6/10.0)

SKILLS & PROJECTS

- **Product Management Skills:** Agile/Scrum, Roadmap Strategy, PRD & User Story Authoring, JIRA, A/B Testing, GTM
- **Data Analytics Skills:** SQL, Tableau, Python, R, Excel, Sheets, Alteryx, Data Visualization
- **Technical Skills:** SDLC, Gen AI, C++, Java, JavaScript, Flutter, React, API Design, AWS (EC2, DynamoDB, S3)
- **Certifications:** Digital Product Management Specialization (2024); Deep Learning Specialization (AI/ML) (2020)
- **Projects:** Built an AI powered travel app that generates personalized itineraries based on destination and preferences. Developed it end to end using Cursor and conducted customer research to refine the user experience.