

NAYAN LAL

Product Strategy & GTM Lead |Sustainability, AI & Data

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PROFESSIONAL SUMMARY

Senior Product Manager with 6+ years of experience building AI-powered products and managing digital transformation & sustainability projects. Led cross-functional teams and advised senior leaders on data-driven transformation across India and Europe. Currently leading product & GTM strategy at PatternLab.AI's Founder's Office, managing over 14-member team and architecting AI/LLM products. IIT Delhi M.Tech (Dept. Rank 2), DAAD KOSPIE Scholar at Chair of Renewable and Sustainable Energy Systems at TU Munich, Germany; recognised at the World Economic Forum Annual Summit 2023 and Linux Foundation Energy Summit (Global Top 30, Paris).

EXPERIENCE

Product Strategy & GTM Lead (Founder's Office) PatternLab.AI

Nov 2025 - Present | Hyderabad, India

- Led a team of 3 PMs and owned full lifecycle (vision, strategy and roadmap) for SeaTrace AI MVP, a multi-platform product (Desktop, Tablet, Mobile responsive) for global seafood exporters.
- Managed 14-member cross-functional squad (engineering, design, data science, data modeling, QA, domain SMEs); drove agile sprints to ship reusable KPI dashboards, batch-traceability knowledge graphs, and reporting modules as lifecycle-owned data products.
- Drove DAU/MAU growth >75% and 3.7x session uplift (16 to 59 min) in 4 months; ran A/B experiments on UI variants, completion CTAs, and contextual LLM prompts through Customer Intelligence Dashboard.
- Architected a 14/21-day pilot-to-paid conversion motion (AI Copilot onboarding, KPI baselining, ROI doc); brought frontier AI & sustainability to Indian MSMEs.

Product Analyst (Sustainability, AI & Data) Deloitte USI

Aug 2023 - Nov 2025 | Hyderabad, India

- Built 10+ AI-driven Tableau dashboards for a \$10tn+ AUM client; automated PySpark/Python pipelines saving 100+ analyst hours/month.
- Won AI & Engineering Sustainability Innovation Challenge; architected 'Deloitte SSIA' - an LLM-powered strategy and insights agent with Product Carbon Footprint calculator; deployed Customer Churn Prediction Model with real-time churn scoring API.
- Designed an Environmental Data model automating Scope 1-3 carbon emissions tracking (384 metrics, GRI/ESRS/CSRD-aligned), cutting reporting time by 25%.
- Organised Sustainnovation Contest (250+ attendees, 50+ ideas); led Impact Day as Thread Lead & saved >10 tCO₂e through carpooling initiative with 2800+ volunteers.

Sustainable Energy Consultant & Product Owner ImpactScope

Jan 2023 - Aug 2023 | Munich, Germany

- Runner-up among 152 global entries in the Siemens Tech4Sustainability Challenge 2023 as Product Idea Owner; led 10+ international team to secure USD 4,000 prize ('Tokenise the Energy Transition' track).
- Built 0 to 1 ESG Reporting Product integrating real-time IoT data with Dynamic NFTs for sustainable asset monitoring.

Project Manager & Web3 Outreach Consultant ProDecipher, NamasteyNFT

Nov 2021 - Jan 2023 | Davos, Switzerland & Bengaluru, India

- Organised speaker session at the World Economic Forum (WEF) Annual Summit 2023 on 'Achieving Sustainability through Supply-chain Traceability'.
- Contributed to USD 250K+ sponsorship portfolio driving 10,000+ attendee footfall.

VOLUNTEERING & COMMUNITY LEADERSHIP

- Volunteer, Gyankunj Foundation (8+ years):** focussed on digital literacy, vocational skills & EdTech for underprivileged children. Partnerships & Strategy Consulting.
- Cluster Lead, United Ways Hyderabad:** organised plantation drives and educational tours of 100+ volunteers.
- President, Kalakriti** (Creative Art Society of DTU): Founded 'Spectrang', DTU's 1st fine arts festival- scaled from initial 3 to 200+ members.
- Creative Co-Head, Engifest** (Annual Cultural Festival, DTU): Led 108-member team; 40,000+ footfall, 200+ colleges, INR 70L+ budget.
- Web3 & NFT artist community-** Coordinated operations at BIEC (Bangalore International Exhibition Centre) for supporting 300+ international NFT artists & art collectors.

EDUCATION

M.Tech [Energy & Environment Technologies and Management]

Indian Institute of Technology (IIT) Delhi

2019 - 2023 | Delhi, India & Munich, Germany

CGPA
9.13 / 10

- DR2, LFE Scholar 2023 & DAAD KOSPIE Scholar (Top 5 from IITD)- Chair of Renewable & Sustainable Energy Systems, TU Munich.

B.Tech [Electrical Engineering]

Delhi Technological University (formerly DCE)

2014 - 2018 | Delhi, India

CGPA
8.27 / 10

- Distinction awardee; President, Kalakriti (Art Society); Creative Head, Engifest DTU.

KEY ACHIEVEMENTS

- Deloitte Rising Star 2025;** 5+ Applause/Spot Awards Nominated Sustainability SGO USI Champion.
- Linux Foundation Energy Scholar 2023 (Paris)** Among Global Top 30 awarded the Shuli Goodman Scholarship 2023 by The Linux Foundation Energy in Paris, France.
- DAAD KOSPIE Scholar 2022** (Among top 5 from IITD) Received full scholarship at the Chair of Renewable & Sustainable Energy Systems, TU Munich, Germany.
- Department Rank 2 at IIT Delhi** Department of Energy Science among full-time Master's students.
- GATE (Graduate Aptitude Test in Engineering) 2021** Secured AIR 102 (99.34 percentile).

PROFESSIONAL CERTIFICATIONS & COMPETENCIES

Certifications: [AWS Certified Solutions Architect](#), [Salesforce Certified Data Cloud Consultant](#), [Microsoft AI PM Specialisation](#).

Product Analytics & Tech Skills: SQL (advanced), Python/PySpark, Tableau, Claude Code, LLM APIs (Anthropic, OpenAI, Deepseek), Cloud (Azure/ AWS- Athena, EMR, SageMaker, S3), JIRA / Zoho Sprints (Agile, Scrum, Kanban), Adobe Analytics, MS Office Suite (Advanced Excel, Word, Powerpoint), Figma, Agentic Workflows, LLM-as-judge Evals.

Product & GTM: Product Roadmapping & OKR Definition, PRD/ BRD, User Story & Epic Writing, Conducting Scrum Ceremonies & Sprint Management, Telemetry, QA & Evals, A/B Experimentation, Stakeholder Alignment, 0-to-1 MVP Delivery, GTM & Post-Launch Strategy.

Sustainability & ESG

Carbon Accounting (Scope 1-3), GRI / ESRS / CSRD / TCFD reporting, LCA, PCF, SBTi Targets, Data Governance & Stewardship, Supply-chain Traceability, Techno-economic Energy Analytics (Simulink, NREL-SAM), Grid Optimisation, IoT, Energy Auditing.

INTERESTS

Participating in marathons and endurance sports,

Oil and acrylic painting, charcoal sketching, and doodling (National Finalist, Red Bull Doodle Art Competition).

LANGUAGES

English Proficient



Hindi Native



German A1 Certified

