Gul Asnani | Female | 27

IIMA | BrowserStack | Bain | Google

Educational Background

MBA	IIM Ahmedabad	**3.452/4.333**	**3.596/4.333** in PGP2; **Top 15%** in PGP	2024
B.Tech COE	Delhi Technological University	**9.27/10**	Awarded **9+** Grade Points in **45/48** subjects	2020
Class XII	St. Joseph's Convent School Bhopal, CBSE	**95.8%**	**Rank 1** in PCM stream; **95+** in **4/5** subjects	2016
Class X	St. Joseph's Convent School Bhopal, CBSE	**10/10**	Top **7%ile** out of **293** students	2014

Professional Experience

Product Manager I, Accessibility Testing (A11y) — BrowserStack — *April 2024 – Present*

Roles and Responsibilities	▪ **1/2 PMs** managing **10+** engineers developing **Spectra™**, the rule engine and key differentiator for BStack Accessibility ▪ 1/2 to lead **FY & quarterly planning** for the eng. squad accounting for **400+ SWE** and **100+ QA man-days/qtr.** ▪ **Subject Matter Expert** for **WCAG**, accessibility regulations and compliance; lead **stakeholder mgmt.** for Spectra™ ▪ Drive **GTM strategy** with Marketing; partner with Sales to identify customer sentiment & create value-oriented pitches ▪ Own **customer-facing issue** and **deal-blocker tracks**, balancing SLA adherence with long-term product correctness
Awards and Recognition	▪ Awarded **fast-track promotion** (APM→PM-I); only A11y PM to get **5/5 'Consistently Exceeds Expectations'** rating ▪ Received **14 recognitions** from across Product, Eng, Sales, Mktg; **Ranked #1** on BStack Product Leaderboard (Aug '25) ▪ **1/3** of **50+** to receive **Champion Award** (Org-wide R&R) for sustained product ownership and cross-functional impact ▪ Received **Hall of Fame (Product-org wide)** for timely delivery of **core upgrade** and multiple other feature deliveries
Business Impact	▪ **1/9 PMs** driving BrowserStack Accessibility to **$8M+ ARR** (8X growth in 1.5 yrs), making it a primary **growth driver** ▪ Achieved **highest WCAG coverage** in market in **< 1 year**, a key differentiator in displacing competitors in **40%+** opps. ▪ Directly supported closure of biggest-ever **$240K+ ARR** enterprise deal, via ROI articulation and technical validation ▪ Actively supporting **5-6** major ongoing deals of **$100K - $600K+ ARR**, via discovery, evaluations, objection handling
AI Leadership	▪ Led **3 AI-based Proofs of Concept**; conceptualised and supporting **AI-based** detection and remediation agents in A11y ▪ Owned **AI-first rule engine analysis** E2E, provided go/no-go recommendation impacting long-term platform direction
Ownership & Execution	▪ Scaled WCAG coverage from **67%→87%** by adding **40+ new rules** and expanding supported **SCs** from **20 to 36+** ▪ Delivered **20+ rules E2E** from PRD to deploy, all **40+ rules** from development to deploy; primary execution driver ▪ Spearheaded **3 Assisted Tests** across **30+ rules**, including PRD, workflow and FE design, dev and **targeted GTM** ▪ Led reduction in rules' false positives rate **by 40%**; designed & executed process improvements E2E to optimise ops.
Artifacts & Delivery	▪ Co-authored the **flagship report** on Accessibility by BrowserStack; collaborated with Marketing for positioning & launch ▪ Supported delivery of multiple **reporting features**, notably Rule Engine Customisation, Conformance Summary, etc. ▪ Conduct quarterly **competitor analysis** for **5+ tools** to evaluate coverage and ruleset to evaluate parity and advantage

Software Development Engineer III — Google India — *Aug 2020 – May 2022*

Awards and Recognition	▪ **1 of Top 20%** SWE IIs across Google to be promoted to **SWE III** in **20 months**; Awarded **2 spot** & **2 peer bonuses** ▪ **Rank 3** of **20+** team members in the annual 2-week **"Google Fixit"** program aimed at **technology debt reduction** ▪ Awarded rating **4/5** '**Strongly Exceeds Expectations'**, twice in a row for exceptional impact, task difficulty, leadership
Business Impact	▪ Achieved ~**95%** latency reduction, ~**92%** granularity improvement in ingestion health metrics **BigQuery** export ▪ Attained more than **90%** reduction of server load by deploying database queue migrations to improved frameworks ▪ Spearheaded initiative analysing **6+** outages, developing **20+** metrics, **10+** alerts impacting **700+ B2B customers**
Mentorship	▪ Hosted cohort of **10+ cross-team** summer interns | Mentored **20+ new joiners**; mentored **2 colleagues** for 7 months ▪ **SPOC** to **2** vendor teams of **20+** members responsible for parser development, monitoring issues and deliverables

INTERNSHIPS

Bain & Company	▪ Designed internal testing processes, created **roadmap** for **new digital lending product** by leading Indian **NBFC** ▪ Led engagement with **15+ client stakeholders** over **10+** functions for testing **1K+ use cases** in pre-launch phase ▪ Managed **prioritisation** of **70+ features** for roadmap | Created **3 major BRDs** in payment, customer support	2023
Samsung	▪ **1/28** of **500+** to qualify for Samsung Research Institute Bangalore | Further awarded a **Pre-Placement Offer**	2019

Awards and Achievements

Academic Achievements	▪ Scored **99.92 %ile** (**99.75** DILR) in **CAT 2019** [Deferred admit] out of a total of **2L+** applicants in the country ▪ Secured **AIR 2216** of **11L+** aspirants in **JEE (Mains)** Exam in 2016 | Awarded **NTSE scholarship** in 2014	2020 2016
Case Competitions	▪ **National Finalist** (**1/16** out of **3000+**) in **The Governance Challenge** by Samagra with Odisha Government ▪ **National Runner-up** (of **800+** participants), **Innovate 3.0**, a PM case comp by BizTech IIML | Proposed **MVP** ▪ **Asian Paints Canvas**: **Campus 2nd Runners-Up** (of **38** teams), **₹20K** cash prize | Digital strategy for home decor ▪ **Winner**, **PM Inside Case Competition** among **37** teams (**135** participants) conducted by The ProdMan Club	2023 2023 2022 2022
Publications	▪ Published in **SCI** indexed **IET Image Processing** (**2.73** impact factor) with **32%** acceptance rate, cited **14** times ▪ Published in **Scopus** indexed journal **IJAST** with impact factor **6.78**, outcompeting state-of-the-art models ▪ Authored **IEEE** conference paper **cited 13** times (**252 full-text** views) | Analysed **5+** image enhancement models	2020
Others	▪ **1/319 winner teams** out of **37K+** idea submissions in **Smart India Hackathon** (Software Edition) 2019	2019

Positions of Responsibility

IIMA Clubs	▪ Led **15+** as **Cell Head** for **3 IIMA Clubs**, SAERC (Alumni Rel.), Prakriti (Sustainability) and Virasat (Heritage)	2023
Co-lead, GServe	▪ Led **40+** volunteers designing content served to **3M+** children, collaborating with **India Literacy Project**	2021
Gen Sec NSS DTU	▪ **1/25** to lead the **300+** student body across **11** departments and **7** sectors; spearheaded the Editorial team of **20+** ▪ Organised the annual NSS DTU conclave **Kartavya** in 2019 (**200+ footfall**) and 2020 (**1K+ participants**)	2020
Coordinator DTU Times	▪ **1/13** in Student Council for **78 members** | Administered the **FB page** (**20K+** followers, **2K+** avg. post outreach) ▪ **100%** increase over the years 2017-2020, from **1500+** to **3000+** in edition copies printed, distributed quarterly	2020

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