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Mumbai



CORE COMPETENCY

- Product Management & Development
- Strategy and Business Planning
- Project Control and Monitoring
- Product Roadmap Development
- Innovation and Ideation Management
- Risk Mitigation and Analysis



CERTIFICATION

- Verified International Academic Qualification
World Education Services, 2022
- Certified M&A Professional
Indian Academy of Law & Management, 2020
- Quality Management Systems
Implementing Training Course
(ISO 9001:2015), 2019
- Advocate, Bombay High Court
Bar Council of Maharashtra & Goa, 2018



ACHIEVEMENTS

- Blaze a Trial**
Awarded for outstanding contribution towards product's performance and growth.
- AI Innovation Award, Edtech**
AI Powered Coach shipped at HowNow, nominated at the UK Business Tech Awards.
- AI Innovation Award, Femtech**
AI health app shipped at Sacla, a second product taken from build to nomination.



EDUCATION

- B.L.S. L.L.B.
(Bachelor of Legal Science and
Bachelor of Laws),
Mumbai University | 2013-2018

SHAILI SHAH DUGAR

PRODUCT & STRATEGY

An all-round product manager, taking AI products from 0 to 1 and scaling them across edtech, femtech, legal tech and fintech.



WORK EXPERIENCE

SAELA

Product Lead - Femtech | November 2025 - Current

- Owned product strategy and roadmap for an AI health platform, shipped live across iOS, Android and web.
- Directed a multi-agent AI system from model selection to orchestration design, personalising guidance in real time.
- Led backend, mobile and AI engineering teams through a single coordinated roadmap, from early build to production.
- Shaped the privacy-first data model for sensitive health data and migrated the analytics stack to strengthen data ownership.
- Built the monetisation model across subscriptions, pricing and referrals.

HOWNOW

Senior Product Manager - Edtech | March 2025 - August 2025

- Spearheaded the 0-1 build and launch of an AI Powered Coach that provided hyper personalised coaching, interactive roleplay experiences and structured learning reinforcements. This was nominated for the Best AI Innovation at the UK Business Tech Awards.
- Product Vision & Strategy: Defined the strategic product roadmap in alignment with the company's learning-tech goals, ensuring market fit, user value, and business impact.

PERFIOS SOFTWARE SOLUTIONS/ KARZA TECH

Product Manager - Legal Tech | April 2021 - December 2024

- Led product vision and growth strategy for a legal tech platform, driving over 300% revenue growth and expanding the client base by 7x, positioning the product as a key differentiator in a competitive market.
- Incorporated generative AI into the platform to enhance functionality and align product capabilities with evolving legal technology trends and client expectations.
- Collaborated with cross-functional teams including developers, legal professionals, and business stakeholders to define and prioritize product requirements, managing the entire product lifecycle from ideation to release.
- Conducted advanced competitive analysis, identifying gaps and opportunities that directly informed product roadmap and helped strengthen market differentiation.
- Defined QA standards and testing protocols, leading a team of testers and developers to implement scalable test strategies, ensuring consistent product reliability and user satisfaction.
- Utilized product analytics and user feedback to inform ongoing iterations, resulting in improved user engagement, feature adoption, and client retention.
- Analyzed customer usage data to identify and plug revenue leakage through billing optimization and streamlined reporting workflows, directly impacting financial performance.
- Maintained and scaled the technical framework, resolving performance gaps and aligning the architecture with strategic business and legal requirements.

THE PIXELLENCE STUDIOS

Legal Consultant | 2020-2021

BHARTI AXA

Compliance & Legal Executive | 2018-2019