



Connecting Innovators Worldwide

INNOVATION IN FOCUS

A Monthly Webcast Series

Q3: PRODUCT MANAGEMENT STRATEGY

Welcome – We Will Begin Shortly!

NAVIGATING DATA & AI: THE ROLE OF THE PLATFORM PM IN TECH



AINDRA MISRA

Product Management Director
BILL

August 21, 2025 | 11 AM – 12 PM CT



pdma

Connecting Innovators Worldwide

Special welcome to

PDMA Members!

NPDP Certified attendees earn 1 Professional Development Hour towards renewal.



Connecting Innovators Worldwide

Learn more at pdma.org

The Product Development and Management Association (PDMA) is a global community of professionals whose skills, expertise and experience power the most recognized and respected innovative companies in the world.

PDMA's members include product development and management practitioners, academics and service providers in a variety of industries and knowledge areas, including innovation strategy, portfolio management, new product processes, organizations and teams, tools and metrics, market research, and lifecycle management.

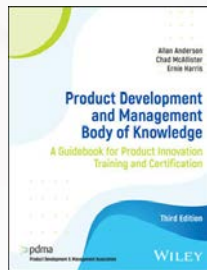
PDMA Offerings



Outstanding Corporate
Innovator Award



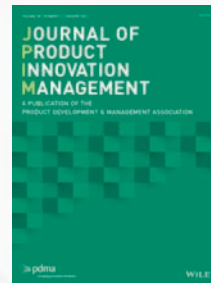
PDMA Knowledge Hub



PDMA BoK
Body of Knowledge 3.0



NPDP Certification Program



JPIM - Journal of Product
Innovation Management



PDMA Global Chapters



PDMASUMMIT.COM

Marriott Marquis | Chicago, IL

MICRO-CERTIFICATION SESSIONS:

★ **STRATEGY** September 14, 8:30-12:00

★ **MARKET RESEARCH** September 14, 1:00-4:30



INNOVATION IN FOCUS

A Monthly Webcast Series

OUR FOCUS FOR 2025 IS STRATEGY
Q3: PRODUCT MANAGEMENT STRATEGY

AI-POWERED PRODUCT DEVELOPMENT: STRATEGY, EXECUTION & METRICS



LATHA RAMAMOORTHY

VP of Technical Product Management
JPMorgan Chase

4 SEPTEMBER 11AM - 12PM CDT

Register Today for FREE

PDMA.ORG

Upcoming Events



pdma

St. Louis Chapter

August 26, 2025

PDMA St. Louis: Designing the Relationship: What Star Wars Can Teach Product Managers About AI

5:00 pm – 6:00 pm (Central Time/GMT -5:00)

Location: Virtual

[Learn More](#)



pdma

Pittsburgh Chapter

September 4 – October 23, 2025 (Every Thursday)

PDMA Pittsburgh: 2025 Fall Body of Knowledge Training

6:00 pm – 8:30 pm (Eastern Time/GMT -4:00)

Location: University of Pittsburgh Big Idea Center

[Learn More](#)



pdma

Carolinas Chapter

September 23 – November 4, 2025 (Every Tuesday)

Fall 2025 Body of Knowledge Training – presented by PDMA Carolinas Chapter

6:30 pm – 8:30 pm (Eastern Time/GMT -4:00)

Location: Virtual

[Learn More](#)



THE PDMA SUMMIT IS COMING UP!

September 13-16, 2025
Marriott Marquis | Chicago, IL

This is it.



Flash Sale

NAVIGATING DATA & AI: THE ROLE OF THE PLATFORM PM IN TECH



AINDRA MISRA

Product Management Director
BILL



[PDMA.ORG](https://pdma.org)



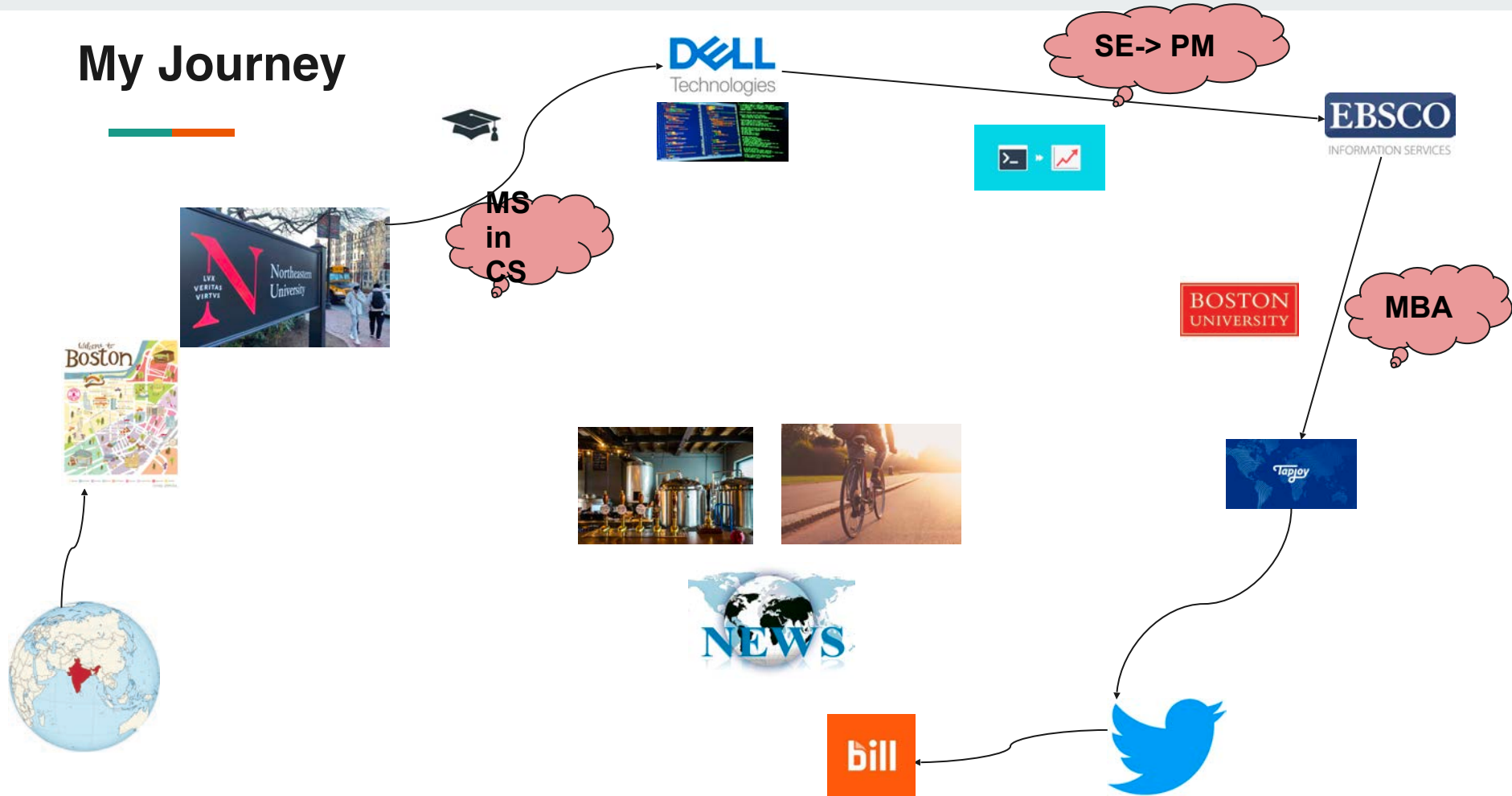


Agenda

- My journey
- Platform PM 101
- Data, Analytics & AI Teams Ecosystem
 - Team Structure
 - Roles & Responsibilities
- Data Journey
- Data Analytics Use Cases
- Introduction of Gen AI - Impact & Use Cases



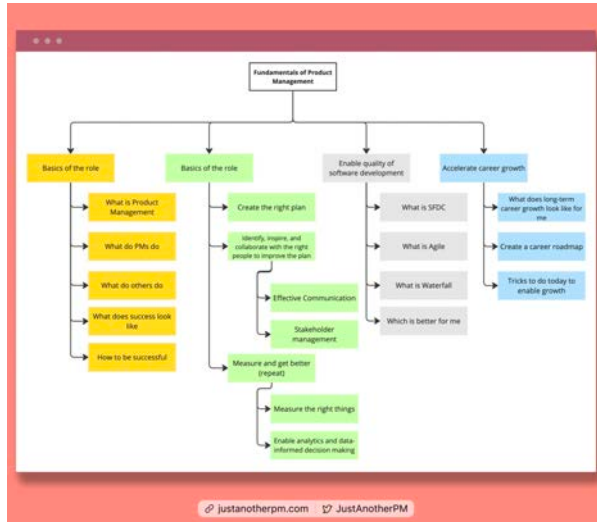
My Journey



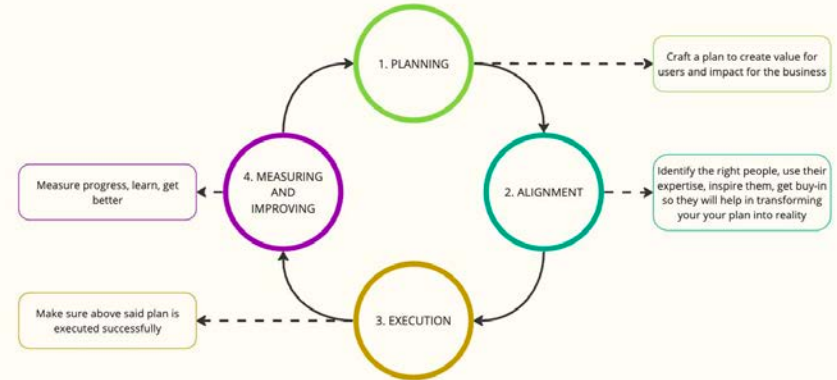
An aerial photograph of the New York City skyline at dusk. The sky is a mix of dark blue and orange, with scattered clouds. The city is densely packed with skyscrapers, many of which are illuminated with their interior lights. The Empire State Building is prominent in the center, with its top lit in red and green. Other notable buildings include the Chrysler Building and the United Nations Secretariat Building. The Hudson River is visible on the left, and the East River is on the right. The title "Platform Product Management 101" is overlaid in a large, white, sans-serif font across the middle of the image.

Platform Product Management 101

What is Product Management?



What is product management -- the 4 phases



Who is a good Product Manager?

ORCHESTRATION

Opinions & Facts
-> Priorities &
Actions



SKILLS	TRAITS
Critical Thinking	Curiosity
Cognitive Empathy	Deep Care
Influential Communication (Sync + Async)	High Agency (Self efficacy, Resilience & Optimism)

Engineering Manager Vs Product Manager

Dan - the PM



WHAT &
WHY?

Eva - the EM



HOW?

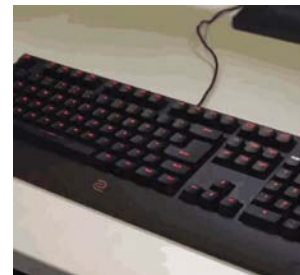
Understand the roles of
PMs, Engineers, Designers

Product Manager: **WHY**

PM + Engineers + Designers: **WHAT**

Engineers: **HOW**

PM + Engineers: **WHEN**



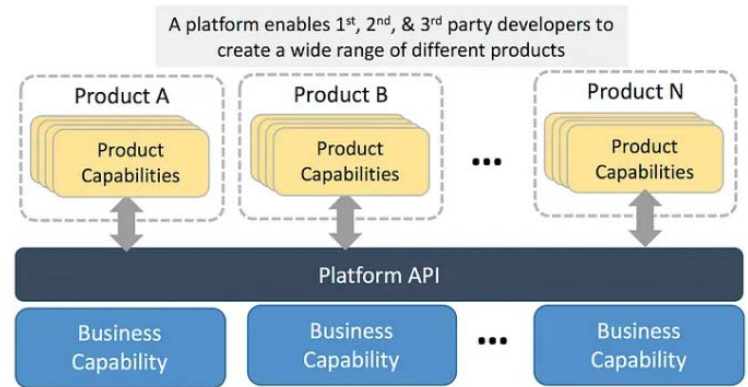
Platform Product Manager

Platform Product Manager



- 🔧 Systems, not features
- 👥 Internal teams = Customers
- 🔍 Prioritize the invisible
- 🤝 Partner with engineering
- 📏 Make the platform work measurable
- 🧠 See problems before they happen
- 💡 Translate tech for leadership
- 📖 Documentation = Product
- 🛡️ Flexible, but with guardrails
- 🗣️ Advocate for platform work

PRODUCTSCHOOL.COM





Understanding the data ecosystem in Tech



3 Pillars of Data - Data Platform, Analytics and AI



01

Data Platform (Internal & External)

- Owns robust & scalable data platform to efficiently store, process & manage big data
- Ensure data availability, security, and integration for internal stakeholders
- Owns E2E data extraction, transformation, load

Data Analytics (Internal Use Case)

- Utilize aggregated data for analytics to extract actionable insights from diverse datasets, driving informed decision making
- Improve data visualization and reporting



03

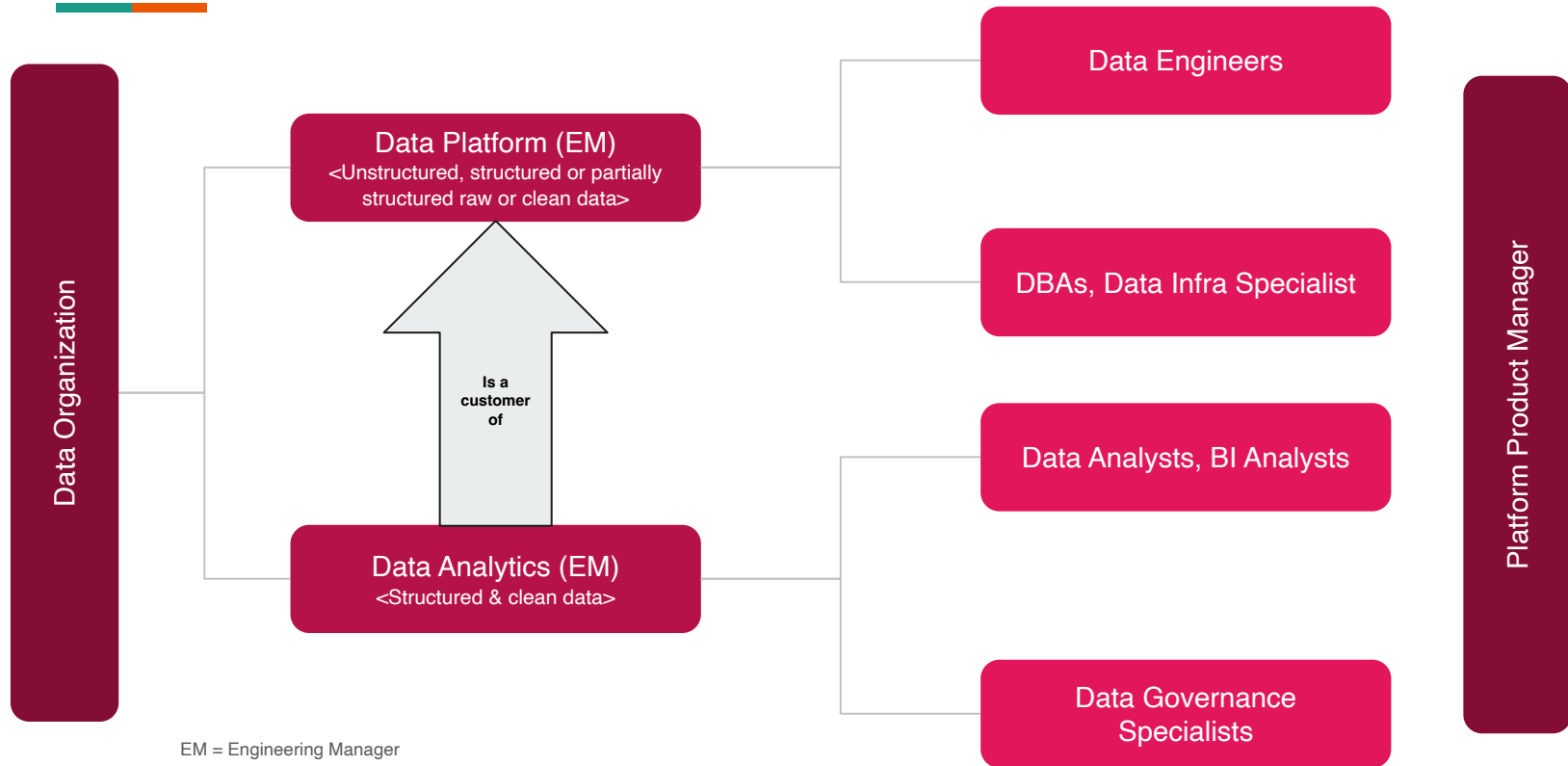
Data Science, ML and AI (External)

- Develop ML and AI models to automate processes, enhanced predictions and optimize operations
- Iterate models by learning and refinement

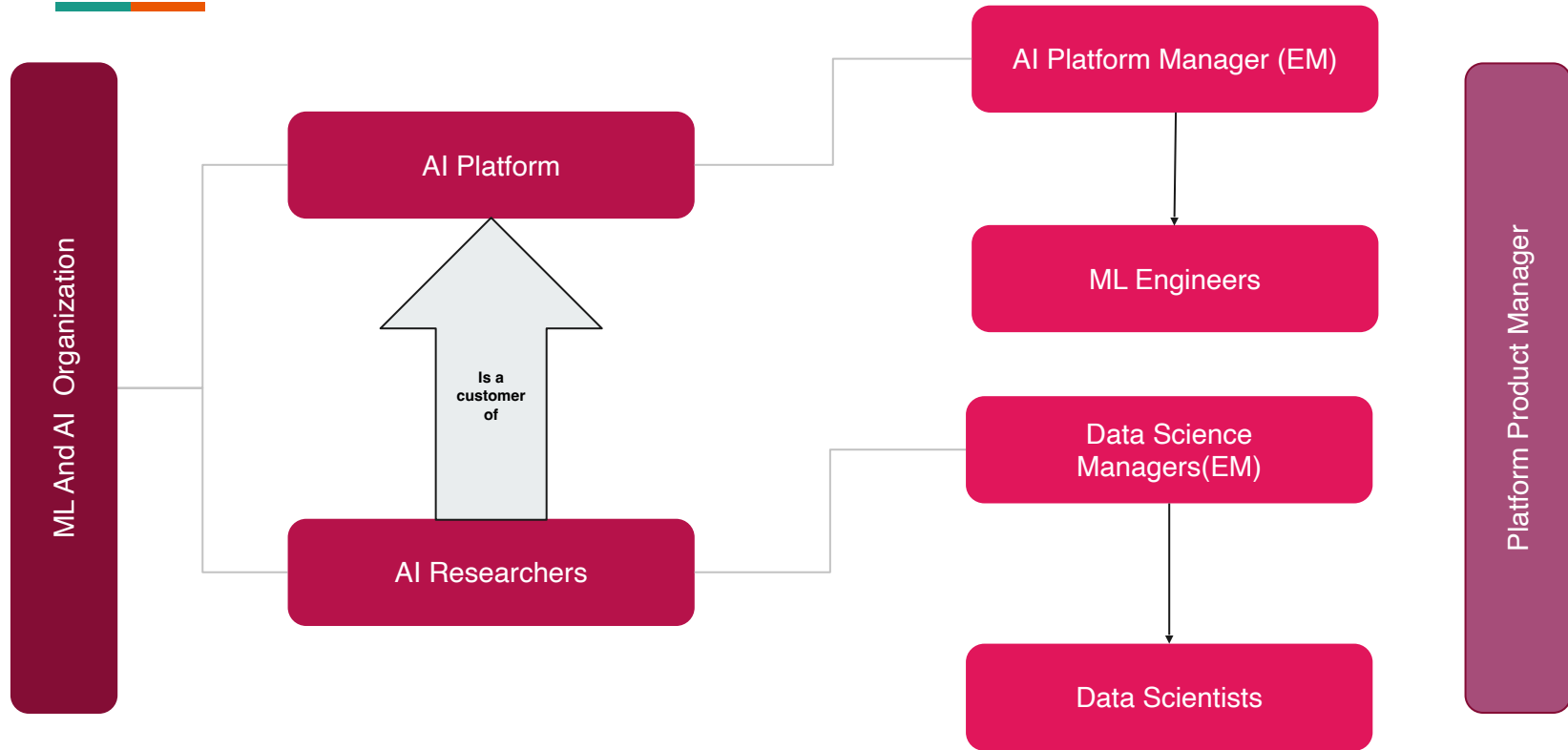


02

Roles & Responsibility in the data ecosystem



Roles & Responsibility in the MLAI ecosystem





Top 4 Problems to solve with Data, Analytics & AI

1

Personalization & Insights - User Segmentation and user experience based on interests, content recommendations, data insights

3

Risk and Fraud Detection - Identifying potential bad actors in any business

2

Optimization - Cost, resource, infrastructure, supply chain

4

Data Governance and compliance - GDPR, CCPA, PII data, masking etc

Data Journey



Flow of data

Lifecycle of the journey of data through different stages



Data Lake<>

Data Type - structured, unstructured, or semi structured

Schema Flexibility - Allows data to be ingested without a predefined schema

Scalability - Highly scalable, can handle vast amounts of data

Data Warehouse <Structured>

Data Storage & Integration - Stored & structured

Data Modeling & Optimization - Optimized for querying, indexed, partitioned for performance

Data Compliance and Governance

ETL Process

Extract - Data is extracted from various sources - DBs, APIs..

Transform - Extracted data is cleansed, validated, transformed

Load - Transformed data is loaded into the warehouse or a staging area - batched or real time depending on the use case

Dashboard Development

Data Retrieval - Retrieve data from the warehouse

Data Transformation for Visualization - Custom logic

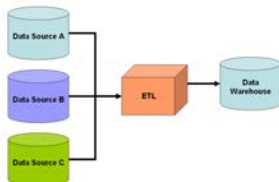
Visualization & UI - Interactive charts & dashboards



Data Analytics Sub-Pillars

A typical Data Analytics org in the industry, oversees data warehousing for efficient storage, integrates business intelligence to provide actionable insights, and enforces data governance to maintain data quality, security and compliance

Data Warehouse



Centralized repo that stores & integrates structured data from various sources and makes it available in a clean format

Metrics Dashboards & Business Intelligence



Using data from the warehouse to build internal dashboards for enabling data driven decision making

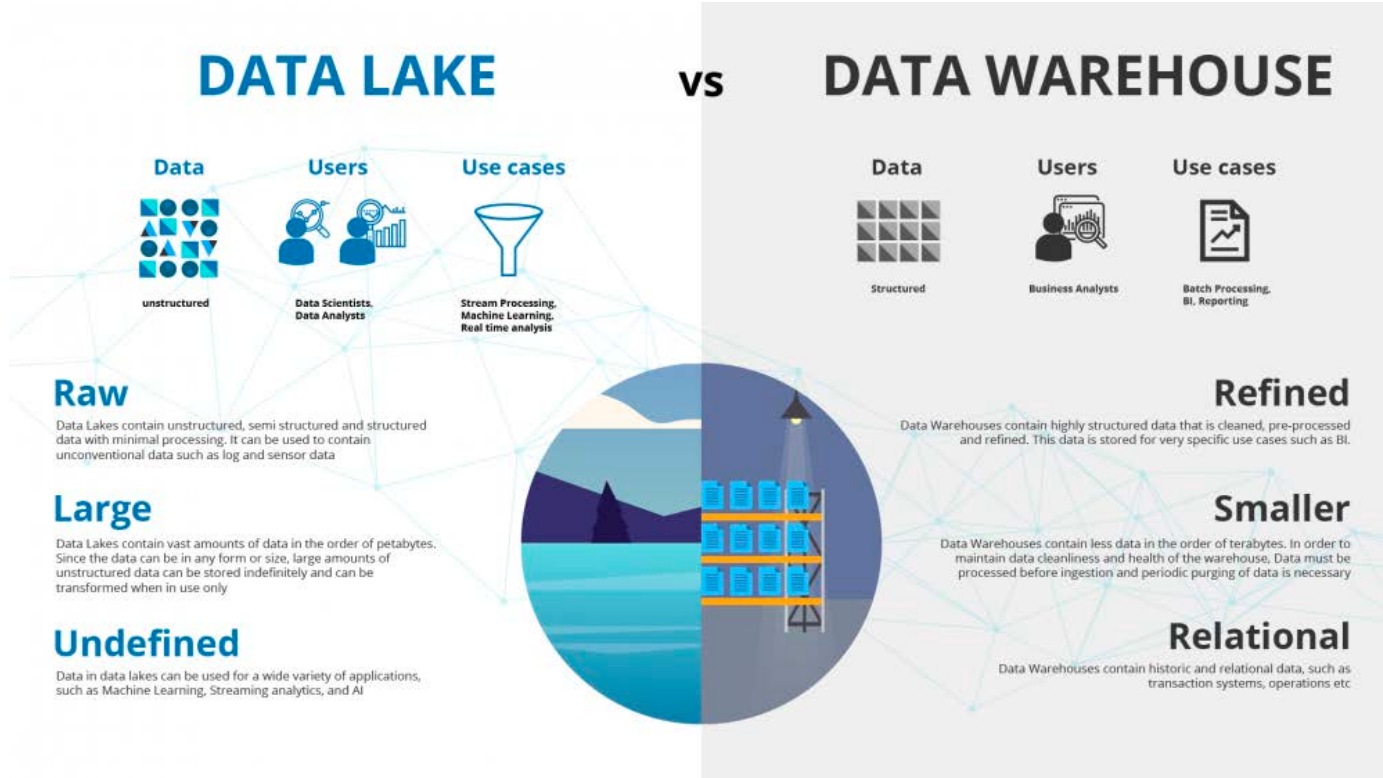
Data Compliance & Governance

4 Essential Steps to Privacy Compliance



Establishment of rules, policies, and processes to ensure data is collected, managed and used in a legally ethical and compliant manner

Data Lake Vs Data Warehouse



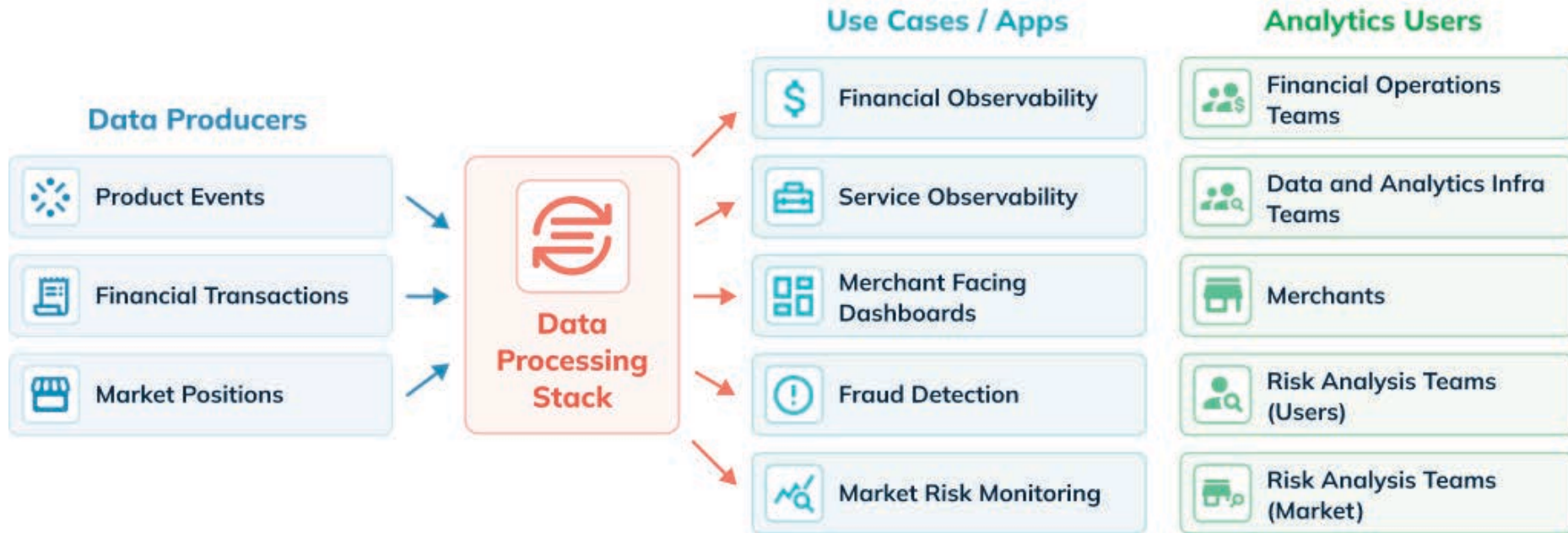
Tools & Technology

Open Data Ecosystem Landscape

[Credit: Sapphire](#)



Data Analytics Use Cases - FinTech





Introduction of GenAI - LLMs

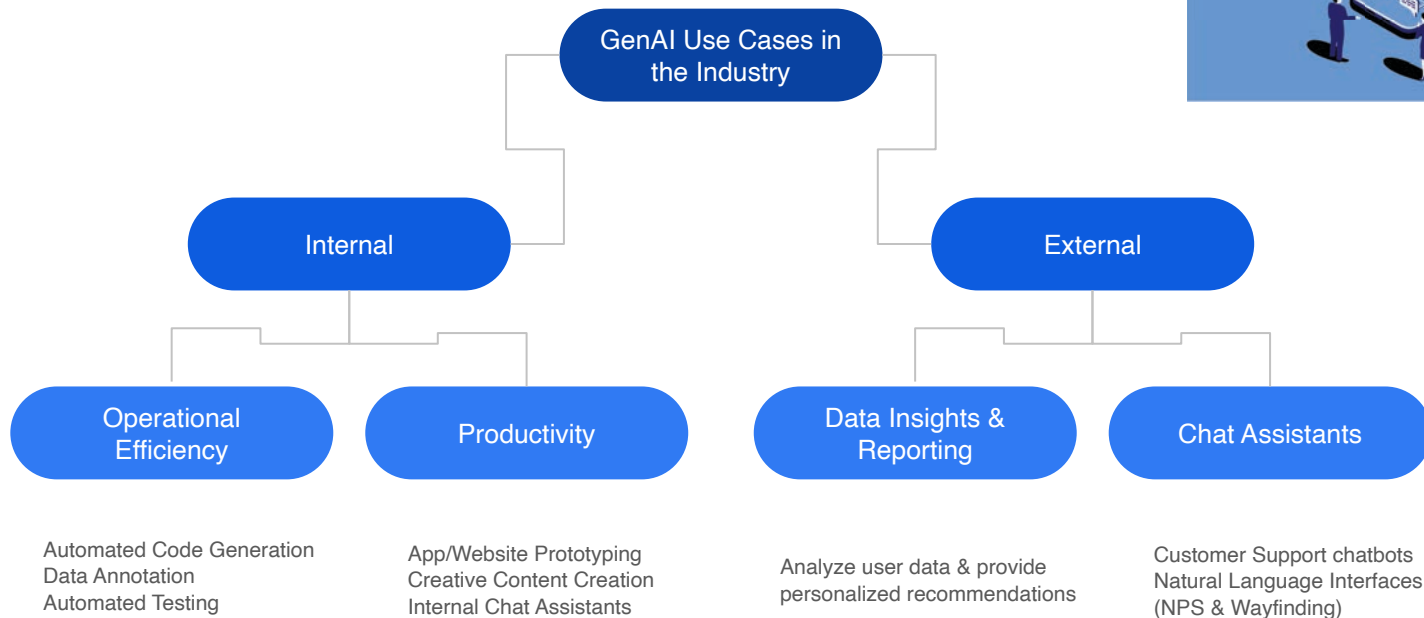




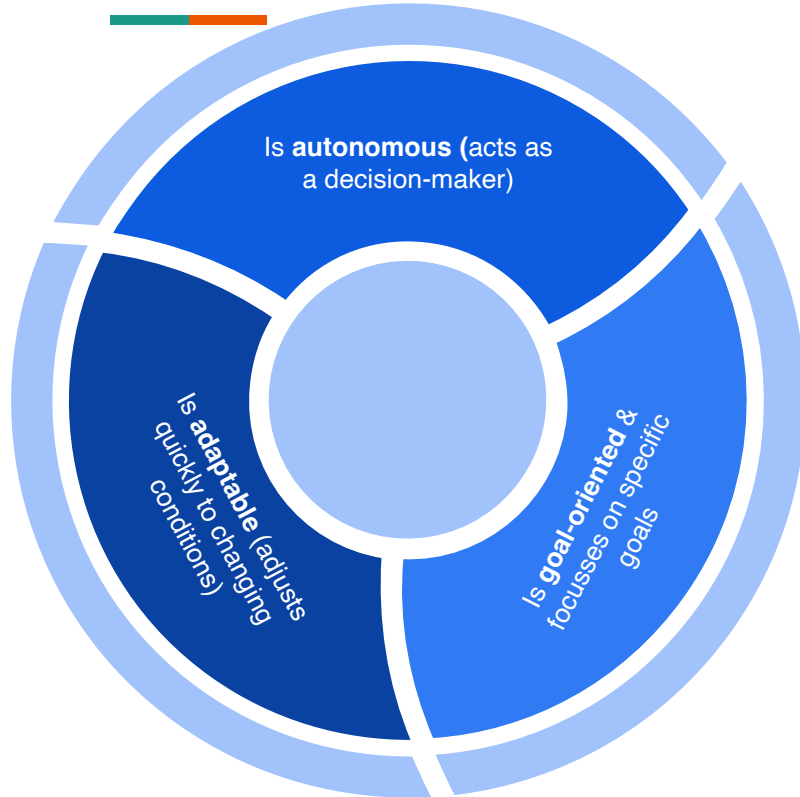
OCTOBER 28, 2022

The world was introduced to ChatGPT -
Advanced conversational AI Model that
uses natural language processing & ML to
engage in human-like text based
conversations on a wide range of topics

Top Use Cases of Gen AI in Tech

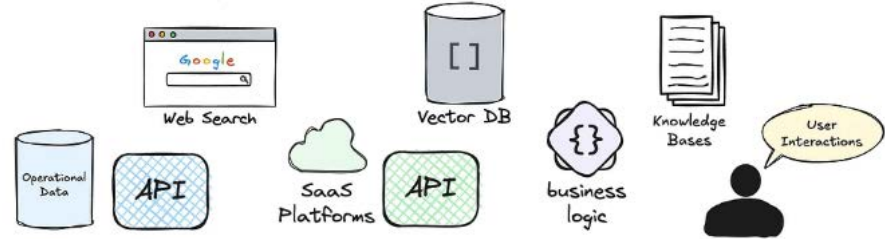


Agentic AI

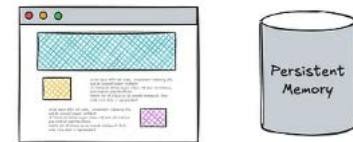


[v] Agentic System Architecture

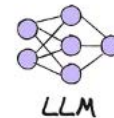
Tool / Retrieval Layer



Action / Orchestration Layer



Reasoning Layer



learn more at <https://vectorize.io>

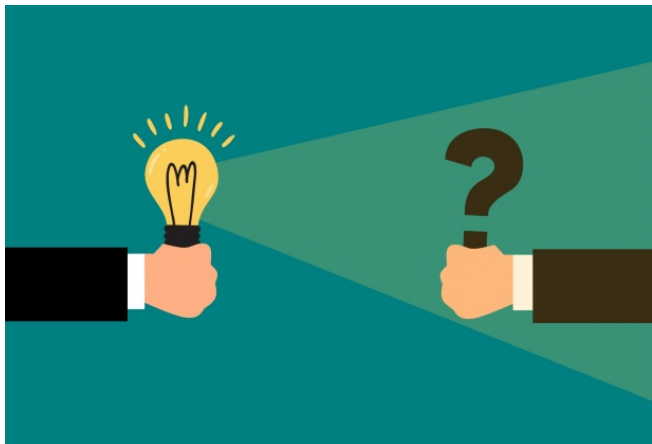
Evolution of PM Role with Gen AI



- Reduced time spent on documentation & ideation
- Better understanding of users
- Faster Prototyping
- Enhanced market analysis
- More inclusive design



THANK YOU!



@AindraMisra



@Aindra-Misra



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Thank you!

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