

Vamsi Krishna Varanasi

Open to Director, Associate Director, Group PM, and Principal PM roles.

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SUMMARY

Product leader with 10+ years of experience across food delivery, ride-hailing, fintech, and IoT. I have led and contributed to new product development, customer service, user experience, scaling/growth, core systems, and internal products — delivering value to customers, stakeholders, and teams across multiple markets and regions. My mission as a PM is to make sure companies build the right products so that customers, companies, and their employees all have the best possible outcomes.

EXPERIENCE

Delivery Hero SE

Mar 2021 – Aug 2025

Parent of Foodora, FoodPanda, Talabat, and more · Berlin, Germany

Global Product Lead — Incentive Fraud & Real-Time Monitoring (RTM)

- Built the company-wide incentive fraud capability end-to-end: ideation, product research, PRD, technical design, stakeholder alignment, development, and QA for a \$1B+ annual incentive spend.
- Built automated feature cleanups, versioned features, and a live dashboard for monitoring feature health and new feature pipelines; identified real user needs by interviewing data scientists, ML engineers, and operations.
- Improved RTM feature accuracy by 20% by defining metrics and standing up a measurement system.
- Reduced RTM latency by 30% by automating data feature cleanup and improving network architecture.
- Saved ~€450k annually in RTM operational costs by systematically identifying and eliminating cloud infrastructure inefficiencies.
- Mentored PMs and improved the product function by templating PRDs and A/B tests and upholding standards.

Domain Lead — Maps & Location Platform

- Hired and mentored 2 direct reports; interviewed 50+ candidates across functions and seniority levels.
- Eliminated 12% of maps cost by bringing in lower-cost providers and a zero-cost in-house solution.
- Reduced empty-address errors by 85%, improving conversion in address entry and ordering flows.
- Delivered a 25pp increase in address completeness via map-provider blending and data enrichment.
- Increased address search quality by 15% in Berlin with an experimental search-ranking algorithm.
- Curated geo-knowledge by building a database of 35,000+ tagged polygons crowdsourced from local teams.
- Built self-service tools that empowered local teams to manage their own geodata, reducing organizational friction.
- Evangelized the platform internally; onboarded 6 new internal customers.

Careem Networks GmbH
Uber subsidiary · Berlin, Germany

Apr 2020 – Feb 2021

Product Lead — Time Estimations (ETA) and Careem Maps

- Saved \$200k annually by building a global trip reporting system and switching to transaction-based billing for Google Maps.
- Contributed to \$3.4M in annual savings by switching ETA monitoring from New Relic to an in-house APM product.

ANI Technologies Pvt. Ltd
Ola Cabs and Ola Money · Bangalore, India

Apr 2017 – Dec 2019

Product Manager — Fintech and Ride-Hailing (Fraud control, ride allocation, customer service)

- Reduced contact rate by 14%, achieving ~120k AUD/year in cost savings for Ola Cabs Australia.
- Built a support request history feature that increased customer satisfaction by 5pp and rating response rate by 11pp.
- Reduced peak-time in-trip ride cancellations by 9% via ride-allocation algorithm improvements.
- Reduced 3rd-party fraud by 90% and prevented ~15k support tickets per month by building a fraud control system for Ola Money.
- Eliminated losses of \$11M/day for Ola Cabs with a balance hold feature on the Ola Money fraud control system.

Securifi Embedded Systems Pvt. Ltd
Bangalore, India

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Product Manager, Usability

- Improved app usability of the Almond home IoT system by building coach marks, an in-app help center, and natural-language I/O for settings (NLG/NLP).
- Created a new usage mode by integrating with IFTTT; grew the service to 150,000+ applet runs and 1,200+ users in 4 weeks.

Infosys Ltd
Bangalore, India

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Developer and Sales Engineer, CommerceEdge

- Built 20+ customer sales demos for a storefront-to-warehouse B2C eCommerce platform.
- Compiled customer feedback from demos into a prioritized feature backlog for the development team.

SELECTED ACHIEVEMENTS & IMPACT

- Built company-wide incentive fraud capability covering a \$1B+ annual incentive spend.
- ~€450k/year cloud cost savings in RTM via systematic infrastructure review.
- 12% maps cost reduction; 85% fewer empty-address errors; +25pp address completeness.
- Saved \$200k/year (Careem) and contributed to \$3.4M/year (Careem) in cost optimizations.
- 90% reduction in 3rd-party fraud; prevented 15k support tickets/month (Ola Money).
- Eliminated \$11M/day in losses via a balance hold feature (Ola Money).
- 35,000+ polygons crowdsourced into a geo-knowledge database; 6 internal customers onboarded to the location platform.

BEYOND THE WORK

- Publishes "Batch Update," a weekly curated newsletter on AI developments.
- Writes regularly on product management and product leadership.
- Builds and shares reusable AI workflows for product managers.

EDUCATION

Post Graduate Program in Management (equivalent to MBA) - Marketing & IT

Indian School of Business, Hyderabad

Apr 2015 - Apr 2016

Bachelor of Technology, Computer Science

Jawaharlal Nehru Technological University, Hyderabad

Sep 2006 - May 2010