

VISHNU MOHANAN

Senior Product Manager – AI Search, Growth & Mobile

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SUMMARY

Senior product leader with 9+ years at HubSpot across AI Search, product-led onboarding, and mobile.

I'm strongest when the problem is messy: post-acquisition integration, leadership gaps and platform migrations. Known for combining user empathy and design craft (flow, clarity, polish) with rigorous metrics and execution. Recent wins include **doubling onboarding conversion** (33% to 66%), **lifting Professional tier activation** by 23%, **tripling** mobile reporting to 55k weekly users, and seeding the company-wide **Voice of the Customer program**.

CORE SKILLS

PLG & onboarding • AI search & information retrieval • Mobile platform (Native, React Native and Webviews) • Customer discovery & UX craft • Product analytics • Cross-functional leadership

EXPERIENCE

HubSpot - Dublin, Ireland

Senior Product Manager, AI Search & Information Retrieval | 2025–Present

- Took over the AI Search product after the founder PM departed; rebuilt focus and execution rhythm, and made the roadmap clear to the rest of the org.
- Cut onboarding time for new engineers from ~3 weeks to ~1 week; new hires were shipping immediately by improving docs, development setup and team rituals.
- Led customer discovery (10+ customer interviews in 3 weeks) to set connector priorities (Slack, Google Drive, Asana), and partnered with AI platform/legal teams to turn constraints into shippable product decisions.

Senior Product Manager, Growth & Onboarding | 2024–2025

- Led HubSpot's #1 2025 product priority: product-led onboarding for Professional-tier customers.
- Launched an AI conversational onboarding agent to automate goal capture and setup, doubling plan conversion from 33% to 66%.
- Shifted onboarding from "setup complete" to "value realised," reducing friction in the early flow for sales reps and driving +20 points in Week-1 visits and +26 points in Month-1 usage versus control.
- Increased Professional activation by 23% (activation = any of 13 key actions in the first 14 days) across Sales Hub protecting roughly \$250k in at-risk MRR. Framework subsequently scaled to Marketing, Service, Commerce, and Content Hub.
- Served as interim SPM for Growth Coaching and Growth Core for ~6 months during leadership turnover; managed three roadmaps at once and kept PO delivery on track.
- Mentored two PMs; supported one promotion to Senior PM within a year.

Senior Product Manager, Mobile Reporting & Platform | 2021–2024

- Built and shipped mobile reporting for dashboards; mobile dashboard WAUs grew to 55,000 (about 1 in 5 mobile WAUs).
- Improved retention for mobile reporting from 27% to 43%, and increased cross-platform usage (web viewers who also used mobile weekly) from 3% to 10%.
- Improved mobile reporting CSAT by ~7 to 9 points from its early-2023 baseline (~18–20), while continuing to close the gap to web CSAT.
- Led the React Native migration that sped up parity delivery: Quotes launched on iOS and Android simultaneously in ~2 months vs. a prior estimate of ~6 months, using shared components and business logic.

Product Manager / Associate Product Manager, Mobile | 2019–2021 (promoted from APM to PM in 13 months)

- Shipped HubSpot’s first mobile AI feature (computer-vision business card scanner), increasing contact creation volume by 4.5x.
- Modernised core rep workflows (Tasks and Activity Feed), driving a 10-point increase in mobile-web crossover usage (48% to 60%).
- Delivered enterprise-grade mobile SSO, removing a blocker for upmarket Sales Hub adoption.

Founding Support Engineer / Product Expert (EMEA) | 2015–2019

- One of the first 10 hires for HubSpot Support in Dublin; co-designed the interview loop with senior leaders and ran 25+ interviews as the site scaled from 10 to 50+ support engineers.
- Created BIRA (Bug & Idea Reporting), a pipeline for validated frontline feedback to reach Product; it became the seed for today’s company-wide Voice of the Customer program.
- Solved 3,500+ cases and consistently ranked in the top 5% for case resolution and NPS.

TECHNICAL PROJECTS & TOOLS

AI prototyping and shipping: Claude Code, Lovable, Replit and Vercel (full-stack prototypes and small production apps). **See portfolio at vishnu.fyi**

Side project: built a round-robin scheduling algorithm and a lightweight tennis social app for a local club.

Analytics/observability: Amplitude, Hex, Looker, SQL, New Relic.

EDUCATION

Trinity College Dublin

- PhD, Botany (2015) — HEA Scholarship (EUR 87k).
- BA (Hons), Natural Sciences (2011) — SFI Scholarship.

INTERESTS

Tennis, cricket, and building small apps for community teams and clubs.