

PRIYA PARIKH

PRODUCT MANAGEMENT · 0-TO-1 STRATEGY · RESEARCH-DRIVEN EXECUTION

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PROFILE

Product manager who owns a product area end to end: strategy, roadmap, and outcomes. I ground decisions in direct user research, work hands-on with engineering and design rather than through handoffs, and take ownership of ambiguous, unscoped problems without waiting for a fully defined plan. I use AI as a working part of my daily process, from prototyping to research synthesis.

PROFESSIONAL EXPERIENCE

Product Manager - RivetAI *Los Angeles, CA | May 2024 - Nov 2025*

- Owned product strategy and roadmap for an AI-powered SaaS platform serving indie filmmakers and enterprise studios, writing the PRDs and specs engineering built from and running a 3-week sprint framework across 20+ Agile sprints.
- Designed and led 60+ in-depth user interviews and structured surveys, using findings to identify a real adoption blocker and drive a full B2C-to-enterprise pivot, from ambiguous signal to shipped, measured direction.
- Initiated and built the company's enterprise pipeline from nothing, personally sourcing partnerships with A24 and Paramount and presenting the business case to executive leadership and the board.
- Built the classification model behind the product's AI-driven content analysis and contributed to an interactive AI feature, working hands-on with the technical layer rather than directing it from a distance.

Sales Manager, Enterprise Partnerships - Shaip *San Francisco, CA | Jan 2022 - May 2024*

- Worked directly with the VP of Product and CRO to translate go-to-market strategy into a sequenced execution plan for new markets.
- Built data-backed proposals and business cases, surpassing Q1 2024 quota by 85% and contributing to a 25% YoY revenue increase.
- Collaborated with enterprise clients to define technical and data requirements, translating business needs into scoped product specifications.
- Managed and coached a team of four business development and marketing specialists, holding output to a consistent standard.

Product Research Analyst - Vault AI *Los Angeles, CA | Aug 2019 - May 2020*

- Delivered market and competitive research across approximately 30 weekly reporting cycles over a 9-month tenure, translating data into insight used directly by the CEO and executive product team.
- Combined quantitative demand data with qualitative signal to forecast outcomes, with predictions that held up against reality the majority of the time.
- Built classification and tagging systems that structured how research data was organized and used across the organization.
- Designed the format and presentation of client-facing report deliverables, turning raw research into a narrative stakeholders could act on.

EDUCATION

MA, Film & Media Studies - Chapman University · Emphasis: Implications of AI Across Film & Media

BA, Film & Media Studies - Chapman University · Honors Program, Dean's Scholar

SKILLS

Product: roadmap strategy, PRD and spec writing, 0-to-1 ownership, Agile/Scrum delivery, prioritization under ambiguity | Research & Data: user interviews, survey design, behavioral analytics (PostHog), data-driven decision making | AI & Technical: prompt engineering, AI-assisted prototyping, Github, JSON data structures | Leadership: cross-functional influence without authority, executive presentation, team coaching