

# ABHISHEK GUPTA

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## SUMMARY

Product leader with **13+ years** in product & growth at Expedia Group and Google. Scaled Expedia's flight ancillary business from **2% to 10% of total revenue** (5x growth), **managed a team of 3 PMs** along with cross-functional teams of **40+ engineers, designers, and analysts**, and launched **AI-powered product experiences** from 0→1. Nominated for promotion to **Principal Product Manager** at Expedia. Presented quarterly roadmaps and strat-plans to VP/SVP leadership. ISB MBA with deep expertise in e-commerce, travel, and AI-driven product development. Open to senior IC or people management roles.

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## EXPERIENCE

**EXPEDIA GROUP** | Gurgaon | Apr 2017 – Feb 2026

*Sr. Manager, Product (Group Product Manager equivalent)*

### Flights — Ancillaries, Loyalty & Shopping Experience

- Defined and executed a **3-year strategic roadmap** to grow ancillary revenue from 2% to 10% of Expedia's total flights business—a 5x growth target. Owned the annual start-plan and secured leadership (VP/SVP+ product & business) buy-in for grounds-up charters.
- Drove **5% increase in unit profit** (exceeding target by 66%) by reimagining the ancillary selection experience for seats, bags, and branded fares across a **\$100B+ addressable market**.
- Redesigned the flight upsell flow with focus on incremental price and value proposition, delivering **+1% gross profit** uplift.
- Led shopping experience redesign across devices: **mobile CVR +1.5%**, **funnel progression +43%**. Reduced price-change errors by ~20% and fatal errors by ~50% by rearchitecting caching and GDS interaction workflows.
- Built **0→1 products** in flights loyalty, member-only deals, and post-booking ancillary monetization. Managed a team of 3 PMs with full responsibility for work allocation and performance reviews.
- Scaled SEO/SEM landing pages to **~7% of total flight transactions** with **25%+ YoY growth**. Designed new page types that drove +10% SEO traffic and +2% CVR.

### Activities — AI-Powered Shopping & Cross-Sell

- Launched **AI-driven product experiences** including LLM-generated FAQs and image-to-immersive-video montages, driving 3% increase in shopping funnel progression and 7.5% increase in return visits.
- Implemented cross-sell placements across the shopping funnel, driving **+11 bps attach rate** increase.
- Formulated the 2026 product strategy centered on AI-led itinerary curation and personalized activity recommendations.

AI-Powered Activity Orchestrator | [Prototype built with Lovable AI](#)

- Designed and vite-coded a **high-fidelity functional prototype** for an AI-driven “1-Click Itinerary” product at Expedia—uses trip context (hotel location, traveler type, dates) to generate proximity-optimized, day-wise activity schedules for contextual cross-sell.

### Rails — 0 to 1 product offering with European Expansion

- Built end-to-end shopping, booking, and post-booking experiences for 4 rail suppliers (National Rail, Deutsche Bahn, Trenitalia, Renfe) across 5 EMEA markets. Expanded from 1 to **10+ supply×POS combinations** with **20x transaction growth** in a ~\$70B rail market.

**GOOGLE (Alphabet Inc.)** | Gurgaon | Oct 2012 – Apr 2016

*Campaign Manager — US Media & Entertainment Industry*

- Managed a **~\$25M quarterly portfolio** of Google's top US ticketing, publishing, and gaming clients including Warner Bros, EA, and Sony PlayStation.
- Designed launch strategies for top 10 game titles and gaming consoles, contributing to **\$50M+ revenue**.
- Won **Gold Award** for securing a \$1M+ deal with a major gaming hardware client. Conceptualized the 'Image Extensions' Impact Analysis Tool, adopted by the global product management team.
- Led vendor operations setup for a 400+ member team touching \$10B in revenues. Drove vendor utilization from ~40% to ~80% across 30 teams.

**BOSTON STRATEGIES INTERNATIONAL** | Associate Product Manager | Nov 2011 – Oct 2012

Market analysis for a \$200B+ oil & gas client. Developed features for internal sales tools managing 50+ global suppliers.

**INFOSYS** | Systems Engineer | Jun 2010 – Nov 2011

PeopleSoft HRMS implementation for a Fortune 500 client.

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## AI & SIDE PROJECTS

**Points & Miles Content Agent** | [github.com/guptaabhishekisb/points-miles-content-agent](https://github.com/guptaabhishekisb/points-miles-content-agent)

- Engineered a **full-stack content automation pipeline** for [@therewardlifestyle](https://www.instagram.com/therewardlifestyle) — monitors 26+ Indian credit card blogs and X/Twitter feeds, auto-generates branded carousel posts using Pillow, and publishes to Instagram & Facebook via Meta Graph API with Telegram bot control.

**LinkedIn PM Job Agent** | [github.com/guptaabhishekisb/linkedin-job-agent](https://github.com/guptaabhishekisb/linkedin-job-agent)

- Built an **agentic AI pipeline** using Claude Code CLI + Playwright that scrapes LinkedIn daily, filters for PM roles using LLM reasoning, deduplicates across runs, and publishes structured data to Google Sheets with automated email digests.

**Personal Portfolio** | [abhishekgupta.cc](https://abhishekgupta.cc)

- Built and shipped a production-quality portfolio site entirely using **Claude Code**, deployed via Vercel with GitHub CI/CD. Demonstrates AI-assisted rapid development workflow.

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## EDUCATION

**Indian School of Business (ISB)** | 2016 – 2017

Post Graduate Program in Management — Marketing, Strategy & Leadership

**Panjab University, Chandigarh (UIET)** | 2006 – 2010

B.E. in Information Technology