

Neelesh (Neel) Jaiswal

Senior Product Manager | Consumer Growth, eCommerce & AI · Experimentation, Conversational AI & 0-to-1

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SUMMARY

Senior product manager with 10+ years building consumer products at scale. I own the purchase experience at Mint Mobile, where relentless experimentation grew homepage and Plans-page conversion 54.7% and 77% over my tenure, improvements that earned Mint J.D. Power recognition for wireless purchase experience. I launched and scaled Mint Home Internet as a new recurring-revenue business and shipped a conversational GenAI assistant that self-serves a majority of customer contacts. I build AI hands-on (CS degree; agentic platform in production), decide from data, run disciplined A/B tests with a conversion guardrail, and drive 0-to-1 launches across engineering, design, and analytics.

CORE SKILLS

Growth & eCommerce: Purchase Funnel & Conversion · A/B Experimentation (with guardrails) · Consumer-Facing at Scale · Monetization & AOV

Conversational AI & Self-Service: GenAI Support Assistant · Containment & Deflection · RAG, Agents & Knowledge Retrieval · CSAT & Escalation Reduction

AI Building: Agentic AI Platform (in production) · LLMs, RAG & Tool-Use · Personalization & Automation · Rapid Prototyping

Product Craft: Product Vision & Roadmap · Discovery & Customer Research · KPI Definition & Analytics · 0-to-1 & Scaling

Leadership: Cross-Functional (Eng, Design, Analytics) · Executive Communication · Influence Without Authority · Partner & Vendor Integration

PROFESSIONAL EXPERIENCE

Mint Mobile — Senior Product Manager

Costa Mesa, CA · a T-Mobile company | Jul 2020 – Present

- Grew homepage conversion 54.7% and Plans-page conversion 77% over my tenure through relentless A/B experimentation, improvements that earned Mint J.D. Power recognition for wireless purchase experience; ran every test with a conversion guardrail and added an upsell that raised average order value 10% with conversion flat.
- Led the launch and scale-up of Mint Home Internet, a new fixed-wireless recurring-revenue business, growing the customer base from 33.4K to 64.0K in five months (+91%); instrumented the funnel and shipped experiments that lifted cart-to-checkout 5.1%, conversion 9.3%, and purchase rate 60%.
- Led the rollout and optimization of Mint's eSIM buy-and-activate experience across web and app, replacing days-long physical-SIM shipping with instant digital delivery; eSIM reached roughly 75% of the plans purchase mix, and a default-selection test lifted eSIM purchases 7% with conversion flat.
- Designed and shipped a conversational GenAI assistant (RAG, agents, knowledge retrieval) that self-serves 56% of customer contacts, raising CSAT about 43% and cutting escalations 34%.
- Led the launch of Mint's device commerce experience, standing up online sales of Apple, Samsung, Google, and other Android phones with protection plans and a trade-in flow, working with OEMs and distributors from 0-to-1 design to scaled operations.

Inspire Brands — Product Manager

Minneapolis, MN | Apr 2019 – Jul 2020

- Led a company-wide Workday rollout and API integrations, a large-scale, complex enterprise implementation delivered end to end.

Best Buy — Product Manager

Minneapolis–St. Paul, MN | Jul 2016 – Apr 2019

- Launched an online device self-diagnostic and troubleshooting experience that deflected about 10–20% of support contacts and raised first-contact resolution.
- Launched online services attached to device purchases, lifting the attach rate about 15%.

Target — Product Manager

Minneapolis–St. Paul, MN | Mar 2014 – Jul 2016

- Ran product discovery and built KPI dashboards to track performance and guide roadmap decisions.

Allianz — Product Owner

Duluth, MN | Nov 2012 – Mar 2014

- Owned the backlog and Agile delivery for a regulated financial-services (insurance) product.

TECHNICAL & AI BUILDS

- **Product Toolkit (in production)** — A full-stack agentic-AI platform I built solo (agents, RAG, tool-use, retrieval over 26,600+ items), so I go deep with engineering on the AI and knowledge systems behind real products.
- **Personal AI & data apps** — I build my own apps (Python, React, ML), staying current on conversational AI, personalization, and automation.

EDUCATION

North Dakota State University — B.S., Computer Science (STEM) (2012 – 2014)

Ansai Institute of Technology — Computer Science (2010 – 2012)

CERTIFICATIONS

AI Product Management Certificate (2025) · Certified Scrum Product Owner (CSPO) · Toastmasters Public Speaking Fast Track (2022)