

Raghul Ethiraj

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PM who codes (Python, React, Flutter) | Personalization & recommendations using AI/ML

PROFESSIONAL EXPERIENCES:

Touchtunes (Jukebox for bars)

Senior Product Manager

Jan 2025 – Present

Led AI/ML personalization to increase engagement and revenue across 10M+ users.

- Launched personalized home screen with AI-powered song recommendations tailored to user taste, cutting time-to-play by 17% and boosting engagement across 10M+ users.
- Redesigned music search by blending popularity and regional trends, reducing input effort from 9+ to under 3 characters and lifting playthrough rate by 4%.
- Introduced contextual upsell UX during high-intent moments (search, queuing songs), driving +6% incremental plays and increasing revenue per session.

GoDaddy

Senior Product Manager

Oct 2023 – Dec 2024

Owned checkout recommendations and renewal flows for SaaS products, driving topline growth.

- Delivered AI-powered checkout recommendations with new upsell and cross-sell flows, achieving a 17% attach rate and +\$7M annual revenue.
- Launched sitewide renewal notifications with one-click checkout, reducing churn risk, and driving \$140M in retained revenue.
- Ran 85+ experiments (A/B & Multi-Armed Bandit) optimizing copy, media, and personalization, lifting conversion by 4%.

Microsoft (Azure Kubernetes)

Product Manager II

Sept 2021 – Sept 2023

Drove new user retention and engagement for Azure Kubernetes portal.

- Introduced workload-specific smart defaults (storage, compute, scaling), simplifying Kubernetes setup, reducing abandonment by 37%, and driving \$12M in new revenue.
- Reduced pipeline setup from 3 hours to 4 minutes by delivering one-click code-to-cluster deployment, improving NPS by 13%.

deetzapp.com (Techstars ‘20)

CEO/CTO - Founder

Aug 2020 – Sept 2021

Built and scaled a live-streaming platform for bars and nightclubs during COVID.

- Built live-streaming platform for nightlife venues, scaling to 18K+ users across 7 cities and enabling \$120K in weekly partner revenue.
- Raised \$420K in funding and led a 12-person team; iterated on UX and sales funnels to grow weekly active users by 47%.

Microsoft (Windows/Xbox)

Product Manager

Nov 2018 – Jul 2020

Secured Windows from state sponsored threats (Russia/N. Korea)

- Reduced build times 28% by modernizing 5 legacy build tools into secure cloud-native apps.
- Improved security posture by developing 3 authentication libraries adopted by 20+ teams, cutting exposed API endpoints by 42%.

EDUCATION:

Iowa State University

- Bachelor of Science, Aerospace Engineering
- Master of Business Administration – Finance

TECHNICAL SKILLS:

- Experimentation & analytics
 - A/B & Multi-Armed Bandit testing, LaunchDarkly, Mixpanel, Amplitude, BigQuery, Tableau, Power BI
- AI/ML & Personalization
 - Experience designing recommendation systems, search ranking algorithms, and ML-driven UX flows with engineering teams
- Cloud & Infrastructure
 - Familiar with GCP, AWS, Azure, Firebase, and containerized deployments (Docker, Kubernetes)
- Programming & Prototyping
 - Proficient in Python, C/C++, and TypeScript; able to build and ship prototypes for web (React, Node.js) and mobile (Flutter/Dart, React Native)