AMEEN THARANI

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PRODUCT LEADERSHIP PROFILE

Product manager with experience building AI/ML recommendation platforms, intelligent targeting, and campaign-performance analytics in enterprise environments. At Genentech, scaled an AI/ML recommendation platform from launch to enterprise-wide adoption and built recommendation observability spanning user engagement, factor performance, and suppression reporting. Combines user research, roadmap prioritization, experimentation, and cross-functional delivery across biotech and fintech. Based in San Francisco.

CORE CAPABILITIES

Product Strategy & Platforms: Roadmaps, portfolio alignment, enterprise platforms, 0-to-1 development, product launches
AI, Data & Growth: AI/ML recommendation systems, intelligent targeting, personalization, KPI design, experimentation, adoption analytics
Leadership & Execution: Cross-functional team leadership, executive communication, stakeholder alignment, user research, UAT, agile delivery
Tools & Domain: Python, SQL, Tableau, JIRA, Salesforce, Google Analytics, Veeva; biotech, commercial analytics, BSA/AML

PROFESSIONAL EXPERIENCE

Product Manager

Genentech | South San Francisco, CA | Sep 2023 - Sep 2026

Recruited back to lead platform initiatives and built a next-generation AI-powered decisioning platform serving users across multiple therapeutic areas.

- Built an AI recommendation observability suite spanning user engagement (acceptances, dismissals, and non-action), factor performance and alert timing, and suppression reporting that exposed why generated suggestions did not reach users, adding funnel-level visibility into product and decision quality.
- Scaled an AI/ML recommendation platform from launch to enterprise-wide adoption across multiple business units, holding a high monthly active rate by linking content recommendations to downstream commercial actions and making tactic-level attribution measurable.
- Built campaign-performance and ROI analytics and an intelligent targeting layer that matched high-value content to customers at the right point in their journey.
- Drove key areas of the digital targeting and recommendation roadmap, coordinating delivery across a cross-functional team spanning scrum, business analysis, tech leadership, dev/QA, and data/ML engineering.
- Facilitated user workshops, translated feedback into product requirements, organized internal testing and UAT sessions, and developed leadership presentations to guide prioritization and rollout decisions.

Business Analyst II

First Republic Bank | San Francisco, CA | Feb 2022 - Sep 2023

- Reduced false-positive fraud alerts by 30% and improved operational efficiency by 15% by redesigning BSA/AML monitoring workflows and defining KPIs for detection performance.

Senior Business Systems Analyst

Seagen | Bothell, WA | Aug 2021 - Feb 2022

- Delivered critical data-integration initiatives on schedule by introducing an agile experimentation framework and partnering with engineering, analytics, and business teams to define requirements for downstream measurement and reporting.

Product Manager

Genentech | South San Francisco, CA | Jan 2020 - Aug 2021

- Drove product adoption across multiple research teams by running rapid user-research cycles, A/B testing onboarding flows, and validating each release through UAT before rollout.

EARLIER EXPERIENCE

Sr. Business Analyst | Avigilon, a Motorola Solutions Company | Dallas, TX | Oct 2018 - Jan 2020
Business Analyst | University of Chicago Booth School of Business | Chicago, IL | May 2015 - Oct 2018
Business Analyst | Northern Trust Corporation | Chicago, IL | Aug 2014 - May 2015
Business Systems Analyst | Options Clearing Corporation | Chicago, IL | Jul 2013 - Jul 2014
Analyst | Axiom Law | Chicago, IL | Feb 2012 - Jul 2013
Microbiologist | Morton Grove Pharmaceuticals | Aug 2010 - Dec 2011
Lab Technician | SteriPro Labs | Aug 2009 - Aug 2010

EDUCATION

Master of Arts, Biotechnology & Chemical Sciences | Roosevelt University | Chicago, IL
Bachelor of Science, Molecular & Cellular Biology and Psychology | University of Illinois Urbana-Champaign | Urbana, IL

CERTIFICATIONS & TRAINING

Certified Scrum Master (CSM) | Certified Scrum Product Owner (CSPO) | Google Data Analytics Professional Certificate | McKinsey Leadership Essentials