

Ritvij Parrikh

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2x entrepreneur. 2x Angel Investor. 17 years work-ex. Product Leader.

I discover, build, run, and am learning to invest in information products on the Internet. I bring insight and gut to help organizations discover, develop, scale, and operate cross-functional technologies that builds on and deepens their competitive differentiation. This often involves breaking down unquestioned assumptions, silos, and defining clear priority for change.

Product Leadership at Times Internet

I've recruited and run a team of PMs, data scientists, programmers, journalists, and taxonomists to drive discovery and growth of products that deepen our competitive position.

Sr. Director of Product Management (Dec 2022 — Present)

Working closely with the CTO and Chief Data Scientist:

- **Mar 1:** Personalize TOI. [Scaled personalization 42x with 85% ↑ in CTR](#). Following this update, we reached 3.5x gain over editorial feed.
- **Mar 1 - Oct 25:** Sustained the CTR gain for 8 months. After proving the unit economics of personalization, we finally, we scaled up usage of the model.
- Worked with the company owner to develop and test LLM-based chat interfaces.
- Tested propensity models to hide products from users who are unlikely to buy.

Director of Product Management (Dec 2021 — Nov 2022)

In the first half of this year, I reported to the Editor-in-Chief. I dedicated the first half to fixing the editorial infrastructure — information architecture and [taxonomy](#), overhauled TOI's [content strategy](#) for data journalism, and fostered a [data culture](#) within the editorial team.

In the second half of the year, I reported to the CEO of Times Internet and was tasked with setting up the Artificial Intelligence practice.

- We developed a basic data science model and increased the [CTR in the recirculation widget by 90%](#) on TOI+. Eventually, we achieved an 8-9% CTR among subscribers.
- I did a fellowship with the London School of Economics to learn AI and ML. We [POC-ed using LLMs to automate the creation of Newscards](#) from our archives.
- I initiated work on The Times of India's Customer Data Platform (CDP).
- We began developing a collaborative filtering personalization model that could be re-trained every 30 minutes and was performant at the scale of 180 million MAU.

Associate Director of Product Management (Dec 2020 — Nov 2021)

I reported to the Business Head of Times of India with the aim of discovering the value proposition of our subscription service, TOI+. By December 23, 2021, we had secured [120k annual paying subscribers](#). Co-authored a blog with my boss: <https://next.timesofindia.com>

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2x Angel Investor, Evangelist (Dec 2020 - Present)

- defog.ai: LLM based AI assistant on enterprise data (YC23)
 - humane.club: Web Agency as a Subscription Service for Think Tanks and Small Business.
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Speaker, Trainer, Moderator (Sep 2013 - Present)

I've spoken, trained, and moderated at multiple industry-events. Here are the most recent:

- **Nov 2023:** Moderated International News Media Association's 2-day Delhi Study Tour on Artificial Intelligence where we hosted 25+ newsroom leaders from 10 organizations.
 - **Jul 2023:** Trained at London School of Economics' 2023 JournalismAI Academy
 - **Feb 2023:** Participated in invite-only consultation with news leaders hosted by Reuters Institute for the Study of Journalism at the University of Oxford.
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2x Entrepreneur (Sep 2013 - Oct 2020)

Bootstrapped two profitable consulting businesses.

Co-founder, PROTO (Sep 2018 - Sep 2020)

Sold qualitative research, product discovery consulting, and training services to WhatsApp, ICFJ and Gates Foundation. After the Covid-19 uncertainty, I sold off my 50% equity.

KNIGHT FELLOW, INTERNATIONAL CENTER FOR JOURNALISTS (MAR 2017 - OCT 2020)

Conducted data, product, and technology training and consulting with IndiaSpend, Jagran, MoneyControl, Indian Express, Naidunia, Deccan Herald, News Laundry, and TheWire.

Co-founder, Pykih (Sep 2013 - Aug 2018)

Information Design Studio that provided UX consulting on top of Data Science. Served 90+ clients across 7 countries. Clients included ICICI Lombard, Network 18, Softdrinks MNC, UNDP, FusionCharts, NarendraModi.in, etc. Eventually, I folded the firm because of price inelasticity – increase in skill didn't lead to increase in billing rate.

Sabbatical (Mar 2011 – Aug 2013): Took time off to stay with my ailing mother.

Sr. Analyst, Amdocs Inc (Jun 2006 – Feb 2011)

Early in my career, I worked at Amdocs Inc for 5 years from India, Israel and US in various roles – developer, architect, and eventually in B2B sales.

Education

- Bachelors of Engineering, Computer Science, Mumbai University (2003-2006)
- Total GMAT Score: 740