

# Rahul Singh

Product · Author · Building Future Ecosystems

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## SUMMARY

Senior PM with 10+ years building digital products at scale. Currently at Global Dairy Trade, designing a modular SaaS platform across a global auction ecosystem. Outside of GDT, I run **AI PM Briefing** — an AI intelligence layer for PMs who want to stay ahead of what AI is doing to their craft — and **PM Insights Weekly**, a newsletter for PMs navigating the shift. Experience lead (volunteer) for **Product Aotearoa Conference**, New Zealand's only annual PM conference. Last year I published *Don't Think, Change*. In my spare time I produce AI-generated music with Suno and ElevenLabs. My work lives at the intersection of AI, marketplace platforms, and evidence-based product thinking.

## EXPERIENCE

### Product Development Manager · Global Dairy Trade

August 2023 – Present · Auckland, New Zealand

- Designing and leading a modular platform integrating the full auction ecosystem — from onboarding to post-event settlement — for one of the world's largest commodity trading platforms.
- Driving product strategy across a complex multi-sided marketplace, balancing global sellers, buyers, and internal operations teams.
- Embedding evidence-based practices into the product development lifecycle, from discovery through to delivery.
- Leading cross-functional squads where product decisions have direct commercial impact on international dairy trade volumes.
- Championing a structured SDLC and discovery-first culture, building repeatable frameworks for moving initiatives from insight to execution.

### Digital Product Manager · Roam Digital

May 2022 – July 2023 · Auckland, New Zealand

- Facilitated discovery sprints to identify opportunities for new digital products and services for clients.
- Gathered and prioritised customer requirements through market research and customer pain-point analysis.
- Worked closely with engineering and marketing to ensure products met target market needs and launched successfully.
- Implemented best practices for product discovery and development.

### Digital Product Manager — IAG Group Tech & Ops · IAG

October 2020 – May 2022 · Auckland, New Zealand

- Owned digital claims product vision, roadmap and end-to-end delivery for direct consumer brands across AU & NZ.
- Launched a Real-Time Decision Engine to auto-verify straightforward claims — reduced average handling time for new digital lodgements by **75%**.
- Shipped a disaster-response comms platform automating SMS to impacted customers during major events in Australia.
- Delivered online lodgement for banking partners (Westpac, BNZ); **20%+** of partner claims now lodged online.
- Created the Disaster Response Hub — centralised information for major events and natural disasters.

### Digital Product Manager · IAG NZ

October 2017 – October 2020 · Auckland, New Zealand

- Owned the operational product roadmap for claims and e-service portfolio.
- Led integrated digital lodgement for direct brands and an optimisation value stream that increased online claim submissions by **7%**.

- Built a cross-platform architecture framework with Enterprise Architects.
- Founded IAG's first Digital Hack-Week and authored the internal Product Playbook for 'new ways of working'.
- Integral part of McKinsey-led digital transformation; co-built IAG's 3–5-year strategy and the resulting Customer Journey model.

### **Digital Product Specialist - IAG**

September 2015 – October 2017 · Auckland, New Zealand

- Product lead for IAG's digital claim forms; shifted **15%** of all claims to online channels.
- Product lead of supplier search — internal tool that reduced handling time during claim allocation.
- Product lead of an SME leads-generation platform contributing to a **3%** revenue increase.
- Technology lead for web chat across direct retail brand websites.

### **Digital Asset Manager - IAG**

August 2013 – September 2015 · Auckland, New Zealand

- Managed customer-facing digital assets: retail websites, knowledge base, web chat, and Oracle Service Cloud CRM.
- Optimised knowledge self-service so customers could resolve FAQs without contacting support.
- Master administrator for Oracle Service Cloud — administration, reporting, and feature strategy.
- Played a critical role transitioning renewals and payments to digital channels as part of a broader transformation.

### **Personal Insurance Consultant - IAG**

October 2012 – August 2013 · Auckland, New Zealand

- Identified opportunities to initiate needs-based solutions to meet consumer demand.

### **Online Marketing Intern - Unitec Institute of Technology**

January 2012 – May 2012 · Auckland, New Zealand

- Updated and published content on the main student website; managed online newsletters reaching 3,000+ students.
- Researched and reported on performance of Unitec's redesigned website and competitive positioning.
- Tested online enrolment applications; maintained events database and online forms (Wufoo, Shortstack).

### **Web Design & Brand Asset Development - Henderson Central Retailers Association**

January 2012 – May 2012 · Henderson, Auckland

- Website redesign and development; digital and print asset development; migrated legacy assets to WordPress.

### **Online Marketing (Volunteer) - Greenwood's Corner Business Association**

May 2010 – April 2012 · Auckland, New Zealand

- Created a strategy to connect 100+ businesses with their customer base digitally.
- Organised free digital marketing workshops; led the online-presence revamp recognised by Auckland City Council.

### **Online Marketing & Customer Service - Academic Dress Hire**

April 2009 – April 2012 · Newmarket, Auckland

- Educated team on social media strategy; primary contact for website redesign and development.
- Briefed Trust manager on web strategy and supported graduation order processing.

## **EDUCATION**

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### **Unitec Institute of Technology**

Bachelor of Business — Marketing · Creative Industries & Business · 2009–2012

## **SKILLS, LANGUAGES & CERTIFICATIONS**

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## Top Skills

- End-to-end Delivery
- Product Strategy
- AI / LLM Product
- Marketplace Platforms
- Discovery & Evidence-based PM
- Non-fiction Writing
- Music Production

## Languages

- English — Native
- Hindi — Native
- German — Limited Working
- Kannada — Elementary

## Certifications

- Vibe Coding
- Human-Centered Design
- Data Science & AI Training
- Design Thinking Fundamentals
- Essentials of Product Management

## PUBLICATIONS

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**Don't Think, Change** — A book on behavioural psychology and why most personal-transformation frameworks quietly fail.