Rahul Bhole

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Summary

Product manager with expertise in bridging business, technology, analytics, and machine learning functions to drive impactful solutions. Experienced in optimizing machine learning-driven ad strategies, enhancing platform development, and leveraging data for strategic decision-making. Skilled in improving marketing bidding platform, aligning stakeholders, and integrating technology with business needs to maximize efficiency. Proven ability to manage complex trade-offs between business goals, cost, and timelines, delivering high-impact solutions with a focus on scalability and innovation.

AI Certification & Projects

- AI Product Management Certification (2025) - Large Language Models, including prompt design, model adaptation, evaluation frameworks, and responsible AI (Product Faculty)
- Built 5 interactive AI/ML prototypes: ACMI Lite (multi-agent campaign intelligence), Auction Simulator, A/B Test Analyzer, AI PRD Generator, and Bid Health Monitor - spanning bid optimization, experimentation, and real-time platform monitoring. Live here - rahulb28.github.io/ai-pm-portfolio

Professional Experience

Expedia Group, Seattle, WA

Sr. Product Manager, Marketing Bidding Platform & ML Optimization April 2022 - Present

- Owned end-to-end bidding strategy and optimization of ~$1B in annual performance ad spend, adapting to evolving auctions dynamics across Google, Trivago, Tripadvisor, Kayak
- Led cross-functional launch of TikTokGo integration, driving bidding and marketplace alignment; delivered MVP with 150+ transactions and $50K+ GBV at 50% rollout
- Partnered with ML Science to implement controllers on top of bid-to-value prediction models (CVR × GP × units per transactions), translating business ROAS constraints into real-time bidding decisions across multiple partner auctions
- Enabled rapid experimentation on ML bidding models via a self-service no-code A/B testing platform, reducing bid strategy iteration time by 17% and saving ~40 person-weeks annually
- Established platform and bidding health metrics (model refresh SLAs, bid submission success rates, auction coverage), improving system reliability and decision confidence for business teams
- Led the launch of a bidding platform UI, partnering with engineering and operations teams to deliver the MVP within two months while successfully navigating adoption challenges from business stakeholders
- Defined the North Star vision for the marketing bidding platform in collaboration with MLS, MLE, Ops and business stakeholders, driving alignment through leadership offsites and influencing strategic direction across cross-functional teams
- Implemented a structured PRD process to standardize requirements documentation, enhancing alignment between product and engineering teams and improving cross-functional collaboration for fellow product managers

Product Manager III, Machine Learning April 2020 – March 2022

- Led end-to-end development of new algorithms and enhancements to existing models, strategically balancing cost, timelines, and business impact to drive measurable performance improvements
- Led cross-functional collaboration with data scientists, campaign managers, and engineers to define and execute the data science product roadmap that optimized marketing channel ad traffic and achieve business goals
- Led the integration of legacy marketing bidding platforms across three brands, ensuring seamless transition and business continuity during a complex organizational restructuring
- Defined and implemented strategies to streamline algorithm development processes, increasing efficiency and scalability
- Partnered with engineering teams to manage platform dependencies and enhance tooling capabilities, ensuring seamless product delivery

Sr. Marketing Analytics Manager June 2017 – Mar 2020

- Led and optimized metasearch campaigns, worked with Kayak and Tripadvisor partner teams, improving traffic productivity and driving ROAS
- Built and refined models to predict CPCs for hotel ad auctions, increasing transactions by 15% and gross profit by 20%
- Designed and executed a/b tests for algorithm enhancements, boosting topline transactions by 17% and GP by +19%
- Developed dashboards and an alerting framework for KPI monitoring and efficient root cause analysis of operational issues

Raymond Ltd, Mumbai, India

Regional Sales Manager/ Marketing Analyst / Category Analyst April 2011 – March 2016

- Developed product, pricing, and promotional strategies using consumption-based insights, driving $102M in revenue

Tata Consultancy Services Ltd., Mumbai, India

Assistant System Engineer August 2007- July 2009

- Developed software features to resolve business critical issues using C++ for a telecom client

Education

W. P. Carey School of Business at Arizona State University, Tempe, AZ May 2017
Master of Science in Business Analytics (MSBA) (GPA 4.0)

Jamnalal Bajaj Institute of Management Studies, Mumbai, India May 2011
Master in Management Studies (MBA), Marketing

Veermata Jijabai Technological Institute, Mumbai, India May 2007
Bachelor of Engineering in Computer Engineering