Mustafa Hita

AI Product Manager | Product Owner | SaaS & ERP Product Specialist

Email	Mustafahita94@gmail.com
Phone	+91 9462474170
LinkedIn	linkedin.com/in/mustafa-hita-224678bb

Professional Summary

AI Product Manager and Product Owner with experience delivering enterprise SaaS, ERP, and Generative AI solutions across communication automation, pharmaceutical intelligence, and workflow platforms. Experienced in **0→1 product discovery, AI product strategy, roadmap ownership, rapid prototyping, intelligent automation, Agile delivery, and stakeholder management**, partnering with engineering, UX, architecture, and AI/ML teams. Proven track record of defining **AI-powered workflows, product KPIs, and scalable enterprise solutions** that optimize processes, reduce manual effort, and drive measurable business outcomes.

Core Skills & Technologies

- AI Product Strategy & Product Management
- Generative AI, LLM Applications & Intelligent Automation
- Product Discovery, Stakeholder Workshops & Roadmap Planning
- Epics, User Stories, Acceptance Criteria & Agile Delivery
- Backlog Management, Sprint Planning & SAFe Methodology
- ERP / CRM Integrations & SaaS Platforms
- AI Workflow Design, NLP Concepts & AI Evaluation Metrics
- Jira, Confluence, SQL, Power BI, Postman & REST APIs
- Google Apigee, Azure Fundamentals & API Integrations
- UAT Planning, Release Readiness & Go-Live Support

Professional Experience

Epicor | Senior Business Analyst / Product Owner (AI & SaaS) | Jun 2025 – Present

- Drive **0→1 product discovery and delivery** for AI-powered enterprise workflows in Prism Business Communications, translating business problems into requirements, user journeys, roadmaps, and prioritized backlogs.
- Led the **Sales Quote Automation use case from scratch**, defining the journey from RFQ email classification and AI extraction to ERP item matching, quote creation, review, and customer communication **across Prism, Kinetic, and Prophet 21 (P21).**
- Designed **GenAI-powered workflows** for email classification, unstructured data extraction, summarization, response generation, tracking, and next-action recommendations, **targeting a 55–65% reduction in manual effort.**
- Designed AI-driven workflow automation to **target a 40–50% improvement in supplier/customer communication turnaround time** across ERP-connected processes.
- Used AI-assisted **vibe coding and rapid prototyping** to build interactive UI concepts, accelerating stakeholder feedback and validating workflows before UX and engineering implementation.
- Partner with **AI/ML, Engineering, Architecture, UX, and ERP teams** to translate customer needs into scalable AI/SaaS capabilities, integration requirements, business rules, user stories, and acceptance criteria.
- Define **AI/Product KPIs** including extraction accuracy, response time, automation rate, exception rate, manual-effort

reduction, and user adoption to measure product quality and business impact.

- Contribute from a **business/product perspective** to Epicor's **Headless ERP initiative**, supporting requirements and stakeholder discussions around **Knowledge Graphs, GraphQL, metadata-driven ERP relationships, MCP, and governed Kinetic data access.**
- Support **roadmap planning, backlog prioritization, SIT/UAT, defect triage, stakeholder demos, and release readiness**, ensuring delivered capabilities align with business outcomes and acceptance criteria.

Indegene Pvt Ltd | Lead Business Analyst / Product Manager | May 2022 – Jun 2025

- Owned roadmap and backlog for an AI-powered pharmaceutical content intelligence platform.
- Delivered 85% of planned features on time and achieved a 90% sprint success rate through Agile execution.
- Increased development velocity by 20% and delivery accuracy by 30% by improving story quality and acceptance criteria.
- Led Generative AI experimentation initiatives improving content classification accuracy by 30%.
- Delivered platform integration with Veeva Vault PromoMats via Google Apigee, eliminating 100% manual data population effort.
- Generated USD 500K through PoCs and secured a USD 230K enterprise deal through strategic product consolidation.

Capgemini Technology Services | Consultant – Business Analyst | May 2021 – May 2022

- Led requirements gathering, scope definition, and roadmap planning aligned with digital transformation goals.
- Authored BRDs, FSDs, wireframes, and supported Agile sprint execution.

Wipro Limited | Project Engineer | Jul 2016 – May 2019

- Developed automation tools using Java and SQL scripts reducing manual testing effort by 93%.
- Performed root cause analysis and developed MIS applications for project tracking and reporting.
- Worked on AML/CTF compliance initiatives and customer data analysis.

Certifications

- Certified SAFe® 5 Scrum Master
- Microsoft Certified – Azure Fundamentals

Education

- MBA – Marketing | IMT Ghaziabad | 2019 – 2021
- Bachelor of Engineering – Information Technology | CTAE Udaipur | 2012 – 2016