


DHARMENDRAN SUBRAMANI

AI PRODUCT MANAGER

 +65 91064324

 dhamu_92@live.com

 Singaporean

PROFILE SUMMARY

Strategic AI Product Manager with experience driving enterprise-scale GenAI adoption across global business functions, including commerce, operations, customer service, and field execution. Skilled in product strategy, AI roadmapping, agentic AI workflows, and cross-functional leadership across product, engineering, UX, and ML teams to deliver scalable AI solutions with measurable business impact.

WORK EXPERIENCE

Global Senior Product Manager
The Heineken Company

Aug 2025 - Present

- Lead the global rollout and product strategy of enterprise GenAI solutions across commerce, marketing operations, customer support, and field execution functions spanning APAC, Europe, Americas, and Africa.
- Deliver AI-powered workflows that accelerate campaign localization, reduce manual rework, and improve operational efficiency across multiple Operating companies and business units.
- Partner with senior business stakeholders to prioritize high-impact AI use cases, define success metrics, and align AI investments with commercial objectives.
- Drive multimodal and agentic AI capabilities for localized, brand-compliant marketing asset generation and workflow automation across multilingual global markets.
- Collaborate closely with AI engineering teams on agentic AI workflows, LLM orchestration, prompt optimization, AI evaluation frameworks, and enterprise AI governance to support scalable GenAI deployment.
- Manage globally distributed cross-functional teams across product, engineering, UX, ML, QA, and legal to deliver enterprise-grade AI solutions through agile execution.
- Established governance frameworks for responsible AI deployment, including compliance review workflows, brand guardrails, and operational risk controls.
- Delivered AI initiatives that improved productivity and reduced operational spending across campaign execution and content adaptation workflows by 60–70%.
- Developed AI adoption frameworks, training programs, rollout strategies, and executive-level materials to drive enterprise-wide GenAI adoption and scaling across global markets.

GenAI Product Manager
Monetary Authority of Singapore

Oct 2023 - Aug 2025

- Defined and executed the strategy and roadmap for an enterprise GenAI product, transitioning from a task-based tool to an agentic framework that scaled across the organization.
- Drove up to 30–50% time savings and a 20% productivity increase across 10+ use cases, benefiting 300+ users in supervisory, monitoring, risk management, legal, and internal audit functions.
- Implemented A/B testing and used analytical tools like Matomo to optimize feature performance, track user engagement, and measure adoption effectiveness.
- Partnered with AI engineers to implement RAG pipelines, vector search workflows, LLM-based summarization systems, and evaluation mechanisms to improve retrieval accuracy and enterprise reliability.

- Conducted user research and worked with UI/UX designers to create an intuitive interface, managing iterative feedback loops for continuous improvement.
- Designed and executed a phased rollout strategy for the GenAI product, scaling from MVP with 120 users to full scale product deployment for 1,600+ staff organisation wide.
- Spearheaded an internal hackathon to foster innovation and identify new GenAI use cases, driving engagement across departments.
- Led change management efforts, including targeted training programs, clinic sessions, and detailed support materials to ensure smooth adoption and sustained engagement.
- Expanded product capabilities to include automated horizon scanning, advanced risk surveillance, and enhanced search and retrieval from internal and external knowledge bases.
- Ensured compliance with data security and privacy standards, meeting Whole-of-Government (WOG) regulations.

Senior Manager

Feb 2022 - Oct 2023

Government Data Office – SNDGO, Prime Minister’s Office

- Worked with CDOs to develop and implement key initiatives related to data governance structures, high-level data infrastructure, data strategies and data competencies to enable agencies to be data driven to the core
- Defining objectives and KPIs related to the data strategy, including goals cascading to business and technology functions
- Conducted deep-dive data transformation workshops with agencies of core national strategy i.e Health, Education, Social, Trade sectors to establish clear goals and measurable objectives
- Worked closely with agencies across Whole-Of-Government (WOG) to increase their overall DMI (Digital Maturity Index) through execution of data transformation initiatives and projects
- Articulated data program goals, scope and enabled effective collaboration between IT and Business teams of varying digital maturity
- Develop and implement change management activities to support internal transformation, including communication, training, feedback mechanisms, monitoring progress, addressing resistance

Management Consultant - Strategy & Consulting

Jun 2019 – Feb 2022

Accenture Singapore

- Led end-to-end execution of technology-driven transformation projects, conducting quantitative and qualitative analysis to diagnose inefficiencies, streamline workflows, and implement automation solutions.
- Directed gap analysis and project roadmaps to enhance operational efficiency, leading teams to deliver automation initiatives that improved business processes and reduced manual effort.
- Oversaw the development, testing, and deployment of an MVP leveraging core system capabilities, ensuring seamless integration with existing infrastructure and timely delivery.
- Managed stakeholder engagement and coordinated cross-departmental collaboration to successfully deliver enterprise-wide process automation, improving compliance, decision-making, and operational productivity.
- Led a global data transformation initiative for a UK corporate bank, standardizing reporting frameworks for senior management to ensure consistent, high-quality insights across business units and geographies.
- Directed the multi-region implementation of a reporting standardization project, aligning cross-functional teams across risk, compliance, and finance functions to ensure on-time delivery and adoption of new reporting processes.

- Business Requirements gathering, restructured existing and formalized new processes including designing new procedures, automating processes
- Orchestrated the change impact analysis and benefits mapping of a business process re-engineering roll-out to drive business readiness
- Conducted data analysis and client interviews to facilitate the global standardization of instruments to ultimately enhance the efficiency of trades processing
- Conducted gap analysis of trade and transfer SWIFT messages to increase automation and process efficiency
- Evaluated change impact of newly engineered processes to assess training needs, devise training plan and curriculum to drive adoption.
- Managed a Training team as a PMO to roll out key training plans and meeting training deliverables for Core Banking Transformation project across 4 countries for 250+ Back Office End-Users and 600+ Front Office staff.

KEY COMPETENCIES

Product Management and Strategy	AI Governance	Cross-Functional Collaboration
Enterprise GenAI Strategy	AI Evaluation Frameworks	Stakeholder Management
Agent Orchestration	Prompt Optimization	Change Management and Adoption
RAG & Vector Search	Multimodal AI Workflows	Training Development and Delivery

EDUCATION & CERTIFICATIONS

Singapore Management University (SMU)

MSc in Applied Finance

University of London

BSc. (Honours) Accounting and Finance

Certified SAFe® 5 Program Consultant