

SAAD KHAN

Founder & Head of Product, TellySynco | Ex-Google Senior PM | AdTech & AI

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CAREER SUMMARY & OBJECTIVE

Product leader with 10+ years inside Google's advertising ecosystem and a track record of shipping at scale. Built GenAI products reaching 1M+ users, enterprise platforms serving 500+ of the world's largest advertisers, and consumer apps from zero to launch. Currently founding TellySynco, a tvOS-first AI-native family coordination platform. Seeking Lead/Principal PM roles in AdTech, Monetization, Growth, or AI — bringing deep platform expertise, data-driven prioritization, and a consistent bias toward shipping.

RELEVANT WORK EXPERIENCE

Founder / Head of Product, TellySynco | Nov 2025 – Present | San Francisco, CA | Remote

Building a tvOS-first, AI-native family coordination app that transforms the Apple TV into a smart family command center

- **Leading 0→1 product strategy, roadmap, and execution** across a distributed team of 4 spanning design, iOS engineering, and program management (US + India)
- **Identified a significant market gap:** the tvOS App Store has ~18,000 apps vs. 1.9M on iOS, yet 35M+ US households already own an Apple TV — dual-income families with school-age children are chronically underserved
- **Validated demand through 50+ parent UXR interviews;** scoping real-time WebSocket sync, direct OAuth integrations with Google Calendar, Outlook, and iCloud, and a tvOS-native UI
- **Established household subscription model** (\$10/mo or \$100/yr) targeting a high-intent, high-willingness-to-pay segment underserved by existing solutions

Google | 9 yrs 8 mos total

Senior Product Manager, Google | Nov 2023 – Oct 2025 | San Francisco, CA | Hybrid

Led feature launches for Google Product Studio — a suite of generative AI tools for retailers and advertisers inside Google Merchant Center — and tested Ads beta products utilising AI for Advertisers & Sellers

- **Shipped Chrome Notifications for Merchants** — delivered +8pp CTR and +10pp engagement across 1M+ users
- **Built an AI email assistant** using internal company data to accelerate client query responses — saving 4 hrs/week per rep across a 50-person team, scaling to 3,000+ internal users
- **Partnered with one of YouTube's largest creators** through an early-access ads beta, contributing to their crossing 300M subscribers — one of the highest counts on the platform at the time
- **Designed and shipped a conversational image-editing tool** to enhance merchant workflows and increase Product Studio utilization; in active beta testing
- **Established a reusable GenAI delivery playbook** — pairing AI-generated assets with push delivery, adopted across other Google Merchant Center notification surfaces
- Acted as primary voice of enterprise advertisers to Google Ads product teams — translated feature gaps into structured product briefs influencing roadmap prioritization across Search, Video, and Display

Senior Account Manager, Google | May 2022 – Nov 2023 | San Francisco, CA | Hybrid

Partnered with high-potential businesses to design and execute sustainable Google Ads acquisition strategies within an accelerator framework

- **Drove GenAI growth products** — directed global app acquisition strategy for a Character AI-based platform, scaling to 10M+ users and achieving the #2 ranking among global AI apps, instrumental in its subsequent acquisition by Google
- **Scaled acquisition for 500+ clients**, leveraging a proprietary Ads Growth Formula that generated \$50M+ in direct revenue and a projected \$200M+ in lifetime value (LTV)
- **Expanded Google Ads partnership** with the largest U.S. EV manufacturer, growing an initial \$20K pilot into a \$20M annual Joint Business Plan — a benchmark partnership for the auto category
- **Built measurement and optimization frameworks** for programmatic buying adopted as internal sales enablement content across the team

Senior Product Analyst, Google | Oct 2018 – Apr 2022 | Gurugram, India

Drove data-backed growth initiatives within Google's Large Customer Sales (LCS) organization through advanced analytics and strategy alignment

- **Led the strategic expansion** of India's Fantasy Sports vertical, driving a 20× increase in advertising activation and growing the managed book of business from \$XM to \$XXM
- Built data-driven recommendation systems for advertiser portfolios — translating outputs from Google Analytics, GMP, and Ads Data Hub into actionable product feedback and GTM strategy decisions
- **Designed analytical frameworks** for programmatic campaign performance measurement — established as best practice methodology across APAC
- Contributed structured product feedback briefs to internal roadmap discussions based on systematic analysis of client feature gaps and platform capability mismatches

Technical Consultant, Google | Mar 2016 – Oct 2018 | Gurugram, India

Managed programmatic advertising technology integrations for agency and direct clients using DoubleClick Campaign Manager and DV360

- **Delivered global best-in-class media consolidation** for one of the world's top five FMCG companies, achieving 30% YoY growth for three consecutive years on a \$20M annual baseline
- Led end-to-end technical onboarding of enterprise clients onto the DoubleClick stack — primary cross-functional bridge between client trading teams, ad operations, and product engineering
- Provided strategic consultation on RTB infrastructure, OpenRTB integrations, and DSP/SSP ecosystem dynamics to C-suite and trading desk leads at agency partners
- Identified and escalated product gaps through structured feedback to the DoubleClick product team — contributing to feature prioritization affecting buy-side tooling

Associate Account Manager, Exponential | Jun 2014 – Mar 2016 | Noida, India

Managed multi-market advertising portfolios for a global digital media network, optimizing campaign performance across emerging markets

- **Delivered \$200K in incremental revenue** in the first year by managing key advertiser accounts across the Middle East, Hong Kong, Indonesia, and Thailand
- Partnered with Sales, Ad Ops, and Creative teams to strengthen client ROI and expand regional market presence

SKILLS, PROJECTS & CERTIFICATIONS

Core Skills: Product Management | PRD & Roadmapping | OKR Frameworks | Go-to-Market Planning | Joint Business Planning | Growth Strategy | Cross-Functional Leadership | P&L Management | A/B Testing | Agile / Scrum | Backlog Prioritization

Technical: Google Ads Certified | DV360 / CM360 | Google Analytics IQ | Ads Data Hub | SQL | GCP / AWS | GenAI / LLMs | RTB & DSP/SSP | Python Basics

Certifications: Stanford Online — PM Accelerated Program (Apr 2024) | Harvard Business School Online — CORE: Credential of Readiness

Side Projects: [CheckSplit AI](#) (AI-powered bill splitting app, 0→1)

EDUCATION

Delhi Technological University | Bachelor of Technology (Biotechnology) | 2010 – 2014 | First Division

Harvard Business School Online | CORE: Credential of Readiness | Jun–Aug 2015 | Pass

Stanford Online | Product Management Accelerated Program | Apr 2024

Product Manager Accelerator | Product Management Certificate | Apr 2026 – Present