

SUJEET MATHEW JOSE

Principal Product Manager — Zalando SE, Berlin

sujeetmathew@gmail.com | [Profile Website](#) | Berlin, Germany | [linkedin.com/in/sujeetmathew](https://www.linkedin.com/in/sujeetmathew)

Product leader with 14+ years in building large-scale commerce products across four layers of the industry - shopper behaviour, promotions, assortment, and merchant platforms. Currently owning end-to-end customer experience for Zalando Beauty serving 40M+ shoppers. Hands-on with applied AI, most recently shipped an AI-powered recommendation and advisory system, now adopted by ~15% of the relevant customer base.

EXPERIENCE

Principal Product Manager

Jan '21 – Present

Zalando SE | Europe's leading fashion & beauty eCommerce platform

- Own and executive independently core parts of Beauty's customer experience across 40M annual visitors — setting priorities, CX strategy and roadmap, and leading execution to commercial impact.
- Built a generative-AI recommendation system for skincare from scratch, a category with no internal precedent — customers describe their needs and receive personalised recommendations with reasoning. The system captures preference signals which will be a reusable customer-profile schema to be consumed by CRM and an envisioned demand anticipation tool. In A/B testing since July 2026; used by ~15% of current skincare customers.
- Designed customisation of the Zalando's AI shopping assistant for Beauty category use case by providing key harnesses and eval sets with functionality being adopted by 1mn+ users.
- Redesigned the Beauty PDP with AR-powered virtual try-on, AI-generated product descriptions, and an enhanced colour selector, lifting conversion ~7%.
- Identified that Zalando's shared ranking model encoded a fashion assumption — that search intent is exploratory — which buried exact matches for Beauty's known-item queries. Partnered with the Search team to diagnose, test, and correct it; ~9% more successful click-throughs.

Director, Product Management

Mar '18 – Nov '20

Blibli.com | Indonesian eCommerce unicorn

- Led the marketplace platform cluster (4 PMs) serving 100k+ sellers across a multi-hundred-million-visit annual platform; oversaw a doubling of revenue and three-fold order growth.
- Built buyer-seller conversational commerce — a product discussion forum on PDP that evolved into real-time Seller Chat with automated conversation starters and responses — lifting PDP conversion 11%. Instrumented the full chat funnel and mined conversations to auto-generate quick-reply suggestions, cutting response friction at scale.
- Redesigned the flash-sale system end to end — replacing a manual, Excel-driven process spanning finance, category and merchants with self-service merchant offers, ML powered algorithmic SKU selection, and automated setup across six internal systems — the feature accounted for an increase of 3% total company revenue.

Product Coach & Start-up Consultant

Aug '21 – Present

Product School (USA) & LearnGuides

- Top-rated Product School instructor — coached 100+ product managers in advanced product management; spoke at Product Management Festival Zurich on advanced discovery skills.
- Defined product strategy and roadmap for LearnGuides, an ed-tech platform aiming to educate one million educators worldwide.

Product Manager, Promotions & Head of Assortment

Feb '16 – Feb '18

Voonik Technologies | Indian fashion eCommerce start-up

- Owned promotions & incentives — launched a data-driven campaign management platform, growing promotion-attributed revenue 32%.
- Led a team of 2 PMs optimising marketplace tools for 10k+ sellers, driving double-digit marketplace growth; pivoted supply strategy toward profitable products, lifting NPS +9 points in 6 months.

Customer Researcher

May '14 – Feb '16

Kadence International | Tech-based customer research consultancy

- Conducted behavioural and brand research for top brands across UAE, Saudi Arabia, Indonesia and Singapore; pioneered neuroscience-based research (EEG, eye-tracking) for TV ad analysis in the Middle East.

Earlier Experience

Aug '09 – Feb '13

- Founded an ed-tech tutoring platform for engineering students with a team of 5 professors; previously a software engineer at Infosys, building an order-management system processing 1M+ orders for Time Warner Cable.

Education

- MBA, Marketing & Strategy — Indian Institute of Management (IIM), Raipur
- Bachelor of Engineering, Computer Science — Mumbai University