



Abhimanyu

AI Product Leader . Startup Founder . ex-Coinbase

[LinkedIn Profile](#)

I help mid-sized companies that know AI should be doing something for them by now, but don't have the people to make it happen. Short engagements, one measurable objective at a time, delivered with your team rather than presented to it.



coinbase

I was **Director of Product for Customer Support at Coinbase**, the largest US crypto exchange, NASDAQ-listed.

At Coinbase, I built AI products - both in-house and with vendors - powering 2,000+ support agents located around the world. I helped reduce query volumes, reduce handling time and enhance customer satisfaction **over 2 million chats, emails and calls**.



Before Coinbase, I **founded Agara, an AI company that automates customer emails and calls**.

I implemented Agara at over 20 mid-sized retail companies to reduce support costs while improving customer satisfaction. I also implemented it in Fortune 500 FMCG companies like **P&G and Unilever** to optimize their global support operations reducing handling time by 40%.

Why Work With Me?

- **I've personally built the technology:** Agara was my company; I know what today's models can and cannot do because I still build with them every week.
- **I've run it at scale:** At Coinbase I owned the AI products behind a global support operation, both in-house and vendor-led, where mistakes cost money and trust.
- **I've run it at your size:** 20+ mid-sized retailers implemented Agara. I know what a 40-agent or a 100-agent support team can absorb and what it can't.

What I Help With

AI for Customer Support

- Go beyond simple chatbots to cut costs while improving the customer experience
- Help identify the right queries, the right tools and build a timed path to implementation
- Evaluate multiple products (in-house or vendor led) to identify the right one for you
- Run post-mortems on existing implementations to see if they are delivering

Implement AI in Products or Services

- If you want AI in your product but have no product manager who has shipped AI before
- I own the product side - use cases, data, build mechanism and launch plan
- I work with your team to deliver the product on time and make the right impact
- Example: a subscription consumer brand adding an AI concierge to its app, with me defining scope, running the build partner and owning the launch

AI Roadmap and Strategy

- Answer "where should AI actually go in this business?" that your board can act on
- I interview your team, map processes, size opportunities and write a sequenced plan
- Example: a distribution business deciding between AI in demand forecasting, in customer service, or in back-office document handling

Engagement Model

- Short term (3-6 months) with clear outcomes and fixed fees
- Work on-site 1-3 days a week (depending on travel required) + Remotely

Talk To Me If You

- Need AI in your business but have no one to own it
- Have some AI implemented but need more help
- Are ready to choose a solution but still need to build pipelines for your data
- Are not sure what to choose from all the new products and launches
- Require senior leadership on this front but cannot justify a new hire

Let's Talk

The best next step is a 20 minute discovery call to explore if we are the right fit for each other. My email address is abhimanyu@emqm.group and my website is emqm.group.

Thank you

