

# Srinivas Guni

Chief Product & Technology Officer (CPTO)

Mumbai, India

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## Profile

Chief Product & Technology Officer with 11+ years of experience building, scaling digital products across **SaaS, marketplaces, e-commerce, logistics, travel tech, fintech, retail, entertainment, and enterprise systems**.

Previously founded and scaled [AppOctet Technologies](#) ↗, a product engineering company delivering SaaS and platform products for global startups and enterprises. Across my career, I have led **100+ digital products**, including **75+ at AppOctet** and multiple in-house platforms taken from concept to live users and revenue.

My work sits at the intersection of **Business, Product, Technology, and Applied AI**, where real growth and scaling decisions are made. I have guided products through **0 to 1, 1 to 10, and 10-100 scale phases** by owning how strategy becomes real-world adoption, reliability, and ROI.

I am often brought in at moments of inflection when growth is slowing, complexity is increasing, or new business opportunities need to be created. My role is to set direction, launch new product and platform initiatives, and ensure that every product, technology, and AI decision strengthens long-term revenue, customer trust, and scalability.

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## Leadership Strengths

Product Strategy & Roadmaps • Business–Product–Technology Alignment • Platform & Architecture Leadership • Applied AI & Automation • Product-Led Growth • P&L-Aware Decision Making • Product Discovery & User Research • Scaling Teams & Delivery • Turnarounds & Product Resets.

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## How I Operate as a CPTO

- Align business goals in real user truth, so revenue growth is driven by products people actually trust and use.
  - Set clear product and technology direction from concept through go-to-market, not just at roadmap level.
  - Make architecture, AI, and build-vs-buy decisions with ROI, risk, and long-term cost in mind, not just speed.
  - Sequence bets deliberately, knowing when to push for growth and when to stabilise the platform.
  - Create decision systems that let teams move fast without breaking quality or alignment.
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## Professional Experience

### AppOctet Technologies Pvt. Ltd. | Founder & CPTO | 2020 to Present

Owned product and technology outcomes across 75+ digital products for startups, funded companies, and enterprise clients. Accountable for product direction, platform evolution, delivery quality, and business impact across multiple growth stages.

#### Product & Business Leadership

- Owned end-to-end product and platform outcomes, from discovery and ICP definition to roadmap, launch, and scale.
- Worked directly with founder and CXO clients to translate business strategy into products that shipped, scaled, and generated adoption and revenue.
- Led product audits, and transformation to realign products that had stalled in growth, trust, or usability.
- Guided leadership teams on what to build, what to delay, and what to stop based on ROI, user value, and long-term platform health.

#### Technology & Platform Leadership

- Led architecture and platform decisions for multi-tenant SaaS, marketplaces, and high-scale mobile platforms.
- Drove cloud-native, API-first, and microservices-based architectures to support growing user bases, higher transaction volumes, and enterprise reliability.
- Steered platform modernisation to improve performance, stability, and cost efficiency as products scaled.

#### People & Process

- Built and led cross-functional teams across product, engineering, QA, design, and DevOps, AI/ML, Data.
- Designed SOPs across delivery, governance, and decision-making systems that allowed teams to scale without losing product quality or clarity.
- Acted as the bridge between business leadership and engineering reality, ensuring priorities, trade-offs, and risks were clearly understood.

#### AI Products, Automation & Efficiency

- Introducing Native GenAI & LLM-based products and features.
- Private & On-Prem AI solutions for data privacy.
- Conversational AI & Chatbots.
- Predictive systems for sales, demand & operations.
- Introduced applied AI and automation across content workflows, Marketing, HR, operations, Engineering, Accounts and analytics to reduce manual work and improve decision-making.
- Ensured AI was used where it delivered measurable efficiency, quality, or customer impact, not as a novelty.

## Key Impact

- Led the turnaround of a **3-year stalled product**, delivering a full product and platform rebuild in **2 months** and evolving it into a **scalable SaaS platform**.
- Rebuilt a **7-year struggling product** in a **7-week transformation cycle**, unlocking **3× growth** and 70 % operation cost and efforts reduction by realigning business, product and technology.
- Owned product and platform decisions for systems serving **millions of users** across **SaaS, marketplace, and mobile ecosystems**.
- Stepped in to stabilise and redirect **partner-led product initiatives** that had lost momentum, helping delivery teams regain clarity, speed, and execution confidence.
- Built **SaaS and platform products** that attracted **strategic acquisition and partnership interest** from companies in the ecosystem.
- Created a **product engineering organisation** that generated **external investment and acquisition interest** based on its product and platform capability.
- Led the delivery of **100+ digital products and platforms** across multiple industries and business models.
- Helped leadership teams **stop low-ROI initiatives** and redirect investment toward product areas that delivered **measurable revenue, adoption, and customer trust**.

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## Education

Master of Computer Applications

**2012 - 2015**

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## Previous Experience

Product & Engineering Consultant | *Freelancer*

**2018 - 2019**

Product Developer | *Web Element Solutions Ltd*

**2016 - 2018**

Product Developer (Mobile) | *AdverTo Technologies Pvt Ltd*

**2015 -2016**

Internship | *369 Microsystem*

**2015**

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## Public Speaking & Thought Leadership

Guest on multiple product and technology leadership podcasts, YouTube shows, and executive forums covering **0→1, 1→10, and 10→100 product journeys**, platform scaling, and CPTO decision-making.

### *Selected appearances :*

**Podcast** - “From 0 to 100: How the right tech partner fuels startup growth”

[https://youtu.be/w\\_Qg0yxaMKs](https://youtu.be/w_Qg0yxaMKs).

**CTO Community** - “Pitch, People & Product: The Ultimate Startup Playbook”

<https://ctocommunity.in/highlights-from-master-webinar-pitch-people-product-the-ultimate-startup-playbook-2/>