

MOHNISH BAHAL

Product, experience & business design

Dubai, UAE | mohnishbahal@hotmail.com

Product and experience leader connecting customer needs, business strategy and technology. Experience across multi-brand retail, travel, B2B commerce and enterprise consulting, with a focus on customer journeys, cross-functional alignment and turning insight into useful products.

PROFESSIONAL EXPERIENCE

Landmark Group

Associate General Manager, Product & Experience (AI Enablement & R&D)

Mar 2023 - Present | Dubai, UAE

Leads product and experience priorities across six retail brands, connecting commercial leaders and technology teams.

- Guided Shukran loyalty and tiering work around customer lifecycle needs and brand priorities.
- Led personalised clienteling across maternity, interiors and fashion, connecting digital journeys with assisted retail service.
- Shaped Bloomreach-related integration requirements and customer event-data flows across retail, loyalty and digital journeys.
- Facilitated cross-brand prioritisation workshops; shaped Content Genie imagery and copy workflows and enterprise AI adoption.

Avnet / Farnell

Senior Product & Business Design Manager

Aug 2022 - Mar 2023 | Mumbai, India

Led B2B product and business design from component planning to enterprise purchasing.

- Translated manufacturers' needs into requirements for a bill-of-materials tool, aligning product and engineering around purchasing journeys.
- Connected purchasing requirements with ERP integration and led the Raspberry Pi experience launch within element14.

Experience, continued

IBM | Global Business Services

Senior Product & Business Design Manager

Oct 2020 - Aug 2022 | Mumbai, India

- Helped enterprise clients define business problems and align product and service priorities across banking, energy and automotive.
- Led service-blueprinting workshops across home-loan application, approval and disbursement; shaped National Grid's green-energy trading platform and an automotive Android Auto experience strategy.

Pavers England

Digital Business Strategy, India Lead

Nov 2018 - Jun 2019 | Mumbai, India

- Built a cross-functional digital operations team, connecting customer experience, commercial priorities and technology delivery.
- Enabled fulfilment improvements and facilitated a design-thinking workshop for a doorstep refund service.

StayVista | Vista Rooms

VP, Product & Service Experience Strategy

Sep 2015 - Nov 2018 | Mumbai, India

- Led marketing and product. Customer research helped identify the luxury vacation-rental opportunity and inform the shift from budget-hotel aggregation.
- Redesigned group booking around real-time collaboration; launched an Instagram booking app and international, multilingual campaigns.
- Coached teams in research and design thinking, embedding customer insight in Agile prioritisation.

Reliance Group

Digital Transformation Consultant

Jul 2014 - Aug 2015 | Mumbai, India

- Worked on analytics, Agile delivery practices and digital upskilling to support business transformation.

EDUCATION

Master's in Business Design | Sep 2020

Domus Academy / NABA, Milan, Italy | Summa cum laude

Bachelor of Business Administration | Jun 2014

Amity Global Business School / Amity University, Mumbai, India