Yatin Patel

Senior Director of Product Management, Customer Experience and Mobile App at Hertz

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Profile

Senior Director of Product Management, Customer Experience and Mobile App at Hertz, leading AI customer care, the Hertz app and Hertz Premier Curbside.

Core competencies

Product vision and roadmap, Roadmapping and prioritization, Strategic planning and execution, Product life cycle management, Market and user research, Data-driven decision making, Metrics and analytics, Agile and Scrum, Customer-centric approach, Cross-functional collaboration, Leadership and team management, Communication and presentation.

Experience

Senior Director of Product Management, Customer Experience and Mobile App, Hertz

July 2026 to now

I lead Customer Care product, the Hertz app and Hertz Premier Curbside, with a team of four product managers across the US and India. I also lead Hertz's strategy for AI assistants and agents.

Staff Product Manager, Customer Care, Hertz

September 2024 to July 2026

I owned AI chat and voice for customer care across Hertz, Dollar and Thrifty, the human contact-rate program and AI call analytics. From February 2026, I was the founding product owner of Hertz Premier Curbside, and from May to July 2026 the acting product lead for Skip the Counter.

Principal Product Manager, Last Mile Delivery via Gig Delivery, Walmart

January 2022 to September 2024

I worked on last-mile delivery by gig drivers on the Spark platform: Spark Shop & Deliver, machine-learning order batching and a drone delivery pilot. The programs delivered about $750M in combined savings and revenue.

- I worked on Add Item Post Order Placement for Walmart Ecommerce, which lets customers add forgotten items after they order. It contributed to a $400M+ annual GMV increase.
- I developed and improved live chat between customers and shoppers for Walmart Last Mile Delivery.
- I worked on drone and bot delivery: strategy and roadmap, user research, a pilot with technology partners, and the success metrics.

Founder and President, Kiraana Delivery

April 2020 to March 2023

On the side, I founded and ran an online Indian grocery delivery business in Atlanta.

Principal Product Manager (Technical), Allstate

June 2021 to December 2021

I modernized photo intake for Quick Foto Claim, which handled more than 600,000 photo packages and 6 million images by November 2021, leading a team of four to six employees and two contractors. I also created an eight-week, hands-on training cohort for new product managers in Claims.

- I owned the product roadmap and led cross-functional teams in engineering and design to ship features tied to KPIs and OKRs.
- I ran user research and A/B tests, and used them to set priorities.
- I mentored new product managers and ran product management training.

Senior Technical Product Manager, Allstate

November 2020 to June 2021

I took the sales-agent platform from idea to a minimum viable product in six weeks. I also worked on CollectiveNow, which cut the cost of an auto damage estimate by about two-thirds.

Technical Product Manager, Allstate

November 2018 to November 2020

I delivered the Liability Analysis Tool for more than 2,000 claims adjusters, cutting settlement time from about 30 days to hours.

- I owned B2C SaaS products, including CollectiveNow and Individual Agents, a gig-economy model for onboarding sales agents.
- I ran user research, analyzed data and tracked success metrics to shape product strategy.
- I set up monitoring and alerting to catch and fix production issues early.

Sr. Software Engineer and DevOps, Allstate

February 2017 to November 2018

I automated releases: release times fell 40%, and deployments for critical apps went from about 10 hours to 15 minutes each.

- I built internal tools and CI/CD pipelines with GitHub, Jenkins and Octopus.
- I managed repositories and release management for agile projects.

Software Engineer, Allstate

May 2015 to February 2017

I built digital claims products, including self-service claim reporting and MyClaim.

- I designed, coded, tested and documented new features using waterfall methods.

Sales Consultant, AT&T Mobility

April 2011 to May 2015

I sold AT&T's products and services, met my sales goals and handled the whole sale, from contracts and warranties to payments and orders. I passed local market and competitor feedback to the store manager and

handled customer service questions. In 2014 I was the region's top retail sales consultant.

Sales Associate, Walmart

June 2010 to April 2011

I worked the sales floor at Walmart while I studied: stocking shelves, checking expiration dates, organizing displays and helping customers find products and make buying decisions.

Cashier, Subway

June 2008 to June 2010

My first job. I took orders, prepared food to customer specifications, ran the register and handled customer questions and complaints.

Certificates

- Product Leader Certificate (PLC), Product School, 2023
- Senior Product Manager Certificate (SPMC), Product School, 2022
- Product Manager Certificate (PMC), Product School, 2021
- Product Analytics Certification (PAC), Product School
- Lean Software Development, LinkedIn Learning
- Microsoft Teams Essential Training, LinkedIn Learning

Education

- MBA, Keller Graduate School of Management, 2021
- BS in Computer Science (Enterprise Software), Northern Illinois University, 2015
- Associate of Science, Elgin Community College, 2012
- Product School certifications: Product Manager (PMC), Senior Product Manager (SPMC), Product Leader (PLC) and Product Analytics

Technical skills and tools

AI tools: Cursor, Claude, ChatGPT and GPT, Gemini, Grok, Muse.

Product management: Jira, VersionOne, Pivotal Tracker, Airtable, Monday.com.

Analytics: Tableau, Pendo, Adobe Analytics, Google Analytics, Looker, Quantum Metrics, Mixpanel, Amplitude, Heap.

Design and collaboration: Figma, Sketch, InVision, FigJam, Mural, Miro, Slack, Microsoft Teams, Zoom.

Monitoring: Datadog, Dynatrace, Adobe Site Catalyst, AppDynamics.

Engineering background: Java, C#, .NET, C++, HTML, MySQL, Oracle, MongoDB, GitHub, Jenkins, Octopus, Artifactory, Pivotal Cloud Foundry.

Recognition

- Shared the top award at Hertz's first AI hackathon, 2026
- Featured in the Hertz Digital staff-meeting Spotlight, May 2026
- Walmart Teammate of the Quarter, 2023

- Walmart Making the Difference award, 2023
- Allstate Highest of the High5, 2020
- Allstate Reach for the Stars, 2016 and 2017

Languages

English, Gujarati, Hindi

References available on request.