

Anuj Goyal

hello.anujgoyal@gmail.com | [linkedin.com/in/anujgoyal96](https://www.linkedin.com/in/anujgoyal96)

Summary

Technical product manager with 7+ years building AI and data products at Restaurant Brands International, from first concept to production across thousands of restaurants. I work hands-on with engineering and own products end-to-end – recent examples include a Snowflake data pipeline powering self-service finance analytics, an AI tool that automates legal review of marketing assets, and an issue-detection system delivering \$3.5M in annual value across 1,500+ locations. I stay close to the technical details and am effective with both engineers and C-Suite executives.

Professional Experience

Restaurant Brands International Miami, FL

Sr. Product Manager

March 2025 – Present

Leading a new AI product, in collaboration with the General Counsel and team, that automates legal review of marketing assets and campaign claims so marketing initiatives go to market faster. **Targeting a reduction in review SLAs from 2-3 weeks to 3-5 days and increased coverage of compliant markets.**

- Leading a team of 4 engineers to build a full platform that includes an LLM-powered council of reviewers to evaluate marketing assets against legal rules and regulations, reducing the time attorneys must spend to review assets.
- Hosted AI transformation workshops with members of the C-Suite to drive top-down AI adoption.
- Led a self-service finance analytics platform and owned the data engineering – built the ingestion pipeline landing a multidimensional (OLAP) database into Snowflake, with recursive CTEs over dimensions to make it queryable.
- Pitched and established the AI Enablement team at RBI as the founding PM. Created team charter to incubate AI/ML/automation solutions and bring in new AI tooling to all RBI employees.

Product Manager II

July 2023 – March 2025

Launched an AI-powered issue detection assistant processing hours of operation data from 15,000+ restaurants, integrating human-in-the-loop approval flows for accountability. Built data pipeline architecture serving 1,500+ locations, delivered \$3.5 M in annual impact, and surfaced \$20M+ in opportunities through automated analysis.

- Led a team of 4 engineers and 1 designer to build and scale the system from pilot to full deployment.
- Managed stakeholders including Operations and General Managers, coordinating efforts across a 33-restaurant pilot and scaling to 1,500+ restaurants.
- Implemented one-click resolution and automated notifications, achieving 38% franchisee engagement.
- Created a Wizard of Oz POC using web scraping and SQL, realizing a \$20k increase in sales for 1 restaurant.

Designed and deployed a revenue classification model using fine-tuned GPT-4o mini, processing 10,000+ products with 98% accuracy. Designed training data pipeline and prompt engineering framework that reduced manual classification time by 95% and uncovered \$800k in misclassified revenue across international markets.

- Unblocked international expansion of the royalty collection program, increasing revenue visibility across markets.

Product Manager I

September 2022 – July 2023

Developed and launched end-to-end ML-driven production management system (0->1) including custom web application and hardware deployment of MDM-managed tablets to Popeyes restaurants. Built forecasting models in collaboration with a data science team on 2+ years of historical sales. Improved prediction accuracy by 12% and reduced stockouts to 0%.

- Led a team of 5 (designer, engineers, data scientists) to build the system from pilot to full deployment.
- Ensured 100% adoption by conducting targeted onboarding and training with restaurant team members.

Finance, Operations, and Data Analyst

August 2018 – September 2022

Automated franchise billing for Popeyes US&C, reduced data latency by 80% for restaurant reporting status and enhanced market performance transparency.

Education

University of Miami, Herbert Business School

Bachelor of Science in Finance and Economics, GPA: 3.89/4.00