ASHOK VOLATI

DIRECTOR, PRODUCT | AI PRODUCTS & ENTERPRISE INNOVATION

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SUMMARY

Product and technology leader with more than a decade of experience defining strategy, building enterprise applications, and guiding cross-functional teams in media and technology. Lead AI-enabled product development and platform modernization across FOX Sports, FOX News, and FOX Entertainment. Combine product vision, hands-on solution architecture, and operational domain expertise to deliver scalable workflows, improve adoption, and connect technology investment to business outcomes.

CORE COMPETENCIES

Product leadership: Product strategy and roadmaps; portfolio prioritization; product discovery; stakeholder management; business cases and ROI; product lifecycle; adoption metrics; Agile/Scrum; vendor and distributed-team leadership

AI and platforms: Generative AI and LLMs; AI agents and recommendations; workflow automation; enterprise integrations and APIs; Salesforce Service Cloud, Field Service and Data Cloud; platform modernization; SQL; Databricks

Tools and delivery: GPT; Gemini; Claude; Replit; Cursor; Figma Make; Jira; Slack; Tableau; Salesforce; prototyping; UAT; release governance

PROFESSIONAL EXPERIENCE

Fox Corporation

Director, Product — *Tempe, AZ* • **Jul 2026 – Present**

- Lead product strategy and delivery for enterprise business applications and AI Solutions Engineering across FOX Sports, FOX News, and FOX Entertainment; align intake, roadmaps, and investment priorities with executive and operational needs.
- Guide a distributed cross-functional organization of 14 product, engineering, and quality professionals, coordinating discovery, solution design, development, and delivery across time zones.
- Drive FOX News Field Intelligence product development and go-live operations, establishing a feedback process that routes user issues and enhancement requests through Slack, AI-assisted support, and Jira tracking.
- Evaluate AI-enabled product concepts and integration patterns through hands-on prototyping, with focus on operational value, technical feasibility, enterprise controls, and user adoption.
- Advance modernization strategy for Salesforce-based applications, assessing opportunities to decouple custom workflows, simplify architecture, and reduce long-term licensing dependencies.

Senior Product Manager — *Tempe, AZ* • **Jun 2024 – Jul 2026**

- Owned strategy and roadmap for Playbook, a Salesforce-powered live-production ecosystem supporting event planning, staffing, and operations across thousands of live sports events and studio shows.
- Designed and demonstrated AI-powered crew recommendations using location, sport-specific experience, previous production-team collaborations, and preferred-hire signals to improve staffing decisions within a pool of 9,000+ freelance professionals.
- Led delivery of Playbook Event Hub, bringing event information into a consolidated operational view and supporting a broader plan to reduce fragmented processes and platform-license reliance.
- Advanced AI-assisted car-share matching and production workflow automation concepts, targeting manual coordination, travel-related inefficiency, and faster operational decisions.
- Partnered with HR and operational stakeholders on FIFA World Cup 2026 workforce-tracking capabilities, including requirements and workflows spanning Playbook, Smartsheet, and Workday.
- Managed product backlogs and two-week Agile delivery cycles across engineering, analysis, QA, and vendor teams to support release quality for time-sensitive broadcast operations.

Manager, Business Applications *Tempe, AZ* • **Jan 2022 – Jun 2024**

- Managed Salesforce-based business applications and relationships with approximately 200 FOX Sports and Entertainment stakeholders, translating operational requirements into prioritized platform enhancements.
- Led end-to-end delivery across discovery, solution architecture, backlog refinement, development, testing, and rollout for live-production and service workflows.
- Standardized workflow designs and automation patterns across Service Cloud and Field Service, reducing manual data handling and improving consistency in production-facing operations.

Senior Business Analyst *Los Angeles, CA* • **Apr 2020 – Jan 2022**

- Mapped current- and future-state workflows, authored functional requirements and user stories, and partnered with developers to translate operational needs into Salesforce solutions.
- Coordinated user acceptance testing, data validation, training, and change management; supported business adoption and timely resolution of release issues.

Cisco Systems (Amensys Inc.)

Salesforce Business Analyst *San Jose, CA* • **Mar 2017 – Mar 2020**

- Led stakeholder discovery, business analysis, and Salesforce solution design across administration, workflows, dashboards, automation, and data operations.
- Partnered with business and technical teams to improve process effectiveness; reported operational efficiency improvements of more than 50% through requirements alignment and workflow optimization.
- Supported data quality and CRM operations using Salesforce Data Loader, DemandTools, SQL, reporting, and dashboard development.

Srabus LLC

Salesforce Analyst / Administrator *Hyderabad, India* • **Sep 2012 – Dec 2014**

- Implemented Salesforce Sales Cloud and Service Cloud enhancements, managed automation and reporting, and supported cross-functional process improvement.
- Supported Oracle-to-Salesforce data migration and release activities using Apex Data Loader and SQL extraction scripts.

EDUCATION

Master of Science, Information Systems & Management | Marist University, New York | 2016
Bachelor's Degree, Computer Science | Jawaharlal Technological University, India | 2013

CERTIFICATIONS

Salesforce Certified Administrator | Salesforce Cloud Consultant | Salesforce Field Service Consultant | Salesforce Platform App Builder | Salesforce AI Associate | Harvard Managing Others Certificate