

Anand Yadav

Product Leader — Identity, Authentication & Access Management

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EXECUTIVE SUMMARY

Product leader with 19+ years across identity, authentication, IAM, AI integrations, and platform products. Deep experience building enterprise and consumer identity systems across Microsoft Identity/Entra, The Trade Desk OpenPass, and Intuit. Known for turning complex identity problems into scalable product strategy, measurable business outcomes, and cross-functional execution across engineering, UX, data science, marketing, sales, and executive stakeholders. Hands-on builder who has independently developed full-stack products and AI-native PM systems, bringing engineering-level fluency to product strategy, execution, and product discovery.

CORE EXPERTISE

Identity & Access Management	Authentication & Authorization	OAuth/OIDC, MCP, SAML & SCIM
Passkeys & Passwordless	Agentic Identity & MCP	Consumer Identity & Authentication
Enterprise SaaS Platforms	Product Strategy & Roadmaps	AI-Assisted Product Development
AI-Native PM Operating Framework	Business strategy and analysis	Full-Stack Product Prototyping

PRODUCT IMPACT HIGHLIGHTS

- Led Agentic Identity strategy for MCP-based integrations, defining how Intuit products connect securely with OpenAI and Anthropic ecosystems using OAuth 2.0; drove \$250K+ new revenue impact from AI integrations for TurboTax and QuickBooks offerings.
- Improved QuickBooks mobile app sign-in by 1%, impacting 20M+ monthly users through a new sign-in experience.
- Led OpenPass, The Trade Desk's consumer identity and authentication service, from launch to 150,000+ users in under one year; built the product team, telemetry foundation, experimentation engine, and GTM motion for a \$100M+ program.
- Reduced Azure Identity / AD FS support costs by 12%, saving \$1M+ annually through customer-focused troubleshooting and product experience improvements.
- Led Azure AD Password Protection for on-premises from concept to public preview, reaching 5,000 customers in less than six months.
- Built and scaled Google Cloud Billing CO+ST site from 6 to 20 engineers across 4 teams while establishing OKRs, team charters, and operating cadence.

NATIVE AI BUILDER

- **MyBudgetBuddy** — Full-stack household finance product: Built a production-minded personal finance web app to explore household budgeting, account tracking, CSV transaction ingestion, recurring income detection, income projections, month-over-month analytics, savings-rate calculations, authentication, and secure financial-data UX.
- **AI PM Framework** — Identity product management: Created a Claude Code/Git-based PM operating system that codified identity domain knowledge, product workflows, templates, decision records, artifact lifecycle, quality checks, and human review gates to improve the consistency and speed of PM artifact creation.

EXPERIENCE

INTUIT INC. | San Diego, CA | May 2025 – May 2026

Senior Staff Product Manager

- Co-led Agentic Identity effort to define the identity model for AI-agent and product integrations across Intuit products.
- Led MCP-based integration strategy enabling Intuit product experiences across OpenAI and Anthropic ecosystems using OAuth 2.0.
- Generated \$250K+ new revenue impact from MCP AI integrations for TurboTax and QuickBooks offerings.
- Designed an AI-native PM operating system using Claude Code, Git-based workflows, structured product requirements, reusable templates, and quality-review gates to help PMs move from discovery and research to engineering-consumable artifacts; demonstrated discovery-to-PR-ready execution at under \$10 AI cost per workflow.
- Led a new QuickBooks mobile app sign-in experience that improved sign-in by 1%, impacting 20M+ monthly users.

THE TRADE DESK INC. | Canada | May 2023 – May 2025

Product Lead, OpenPass

- Led OpenPass to market, The Trade Desk's consumer identity and authentication solution for the open internet.
- Managed 3 Product Managers and partnered across UX, user research, engineering, content, marketing, sales, data science, and customer-facing teams to define product strategy and roadmap.
- Grew product usage from 0 to 150,000+ users in less than one year by establishing an OKR-led, data-driven product culture.
- Partnered with engineering to build home-grown A/B testing infrastructure and with data science to establish telemetry, dashboards, and day-to-day product health analysis.
- Developed GTM strategy and special sales motion for OpenPass as part of a \$100M+ program.
- Shaped product architecture for new ML-powered authentication capabilities and introduced planning, execution, and tracking processes later adopted by the wider organization.

MICROSOFT | Toronto, Canada | May 2022 – March 2023

Principal Product Manager, Azure AD / Entra B2B Experience

- PM Lead for Azure AD B2B Experience, leading 2 Product Managers to deliver customer value for enterprise identity customers in collaboration with UX design, research, and marketing.
- Transformed the team toward data-driven product decisions using PowerBI, SQL, Kusto, and R; planned a privacy-respecting data pipeline to improve B2B identity services and business insights.
- Developed a multi-year roadmap adopted by leadership and aligned milestones across 6 product streams against 2025 business goals.
- Mentored multiple Product Managers to improve product craft, execution discipline, and strategic communication.

GOOGLE | Kitchener, Ontario | March 2021 – April 2022

Technical Program Manager, Google Cloud Billing

- Led Cloud Billing cost optimization and customer experience initiatives across support tools and product operations.
- Jump-started and established CO+ST (Cost Optimization & Support Tools) site in Waterloo, growing from 6 to 20 engineers across 4 teams in less than one year through hiring, team charter definition, OKRs, and multi-year roadmap planning.
- Established planning, execution, reporting, and telemetry foundations across engineering, design, research, data science, and content teams for Cloud Billing supportability products.
- Stepped in as Product Manager for Cloud Billing Support Tools, clarified blockers, and proposed a strategy pivot adopted by Leadership.

MICROSOFT | Redmond, WA | May 2014 – March 2021

Senior Product Manager, Azure Identity / IAM; Senior Software Engineer, Windows Server Active Directory

- Led strategic roadmap for Microsoft Azure Identity and access management solutions, including user experience, API design, data analysis, competitive analysis, and product adoption strategy.
- Designed and launched ADFS Help (aka.ms/adfshelp), reducing Azure Identity / AD FS support costs by 12% and saving \$1M+ annually by helping customers resolve issues faster.
- Launched Azure AD Administrative Units by coordinating across multiple Microsoft organizations and aligning product, engineering, and customer requirements.
- Led Azure AD Password Protection for on-premises from scratch to public preview; the feature reached 5,000 customers in less than six months of public preview.
- Trained and mentored Microsoft Identity teams on data-driven product analysis, customer value funnels, and adoption-blocker identification.
- As Senior Software Engineer, owned Windows Server Active Directory components and improved test infrastructure execution time by approximately 36%.

MICROSOFT INDIA R&D LTD. | Hyderabad, India | Dec 2010 – May 2014

Software Engineer, Windows Server Active Directory

- Owned Windows Server Active Directory scenarios and collaborated globally across customer support, field engineering, account management, and engineering teams to resolve customer needs.

HCL TECHNOLOGIES | Noida, India | 2007 – 2010

Member Technical Staff

- Developed SoC hardware and software solutions using Embedded C; represented HCL at customer locations in Europe and the United States and coordinated offshore delivery.

EDUCATION

- Master of Business Administration, Michael G. Foster School of Business, University of Washington — Seattle, WA | June 2018
- Bachelor of Technology, Computer Science, Maharshi Dayanand University — Rohtak, Haryana, India | July 2007

LEADERSHIP & COMMUNITY

- Hosted an internal Microsoft inclusion podcast and ran a community charity supporting school tuition for underprivileged children.