

ANAND NARASIPURAM

SENIOR PRODUCT MANAGER, IoT & ENERGY

Senior Product Manager with 7+ years in IoT, smart home and home energy management (HEMS): from a funded start-up (€130k EXIST) to an enterprise SaaS at E.ON One with 400+ installations. Hands-on with EU energy regulation (GEG, EnWG) and B2B2C business models. Applies LLM apps, RAG and agents to make energy products faster to ship and easier to measure.

PROFESSIONAL EXPERIENCE

Product Manager, Intelligent Heating Control (IHC)

E.ON One GmbH, Essen | Aug 2023 – Mar 2026

- Scaled Intelligent Heating Control (IoT heating SaaS) to 400+ field installations, with up to 18% less heating energy in the best installations. Owned roadmap, business model, technical support and legal coordination.
- Delivered a successful partnership with Danfoss Leanheat, moving from one-time hardware sales to a jointly run offering.
- Designed and tested four go-to-market models (hardware plus multi-year SaaS, rental, O2 Business partner channel, shared model), so the choice came from evidence.
- Secured BAFA/BEG subsidy eligibility for IHC (ministry confirmation) and implemented the devices in line with GEG and EnEV; launched the enterprise SaaS under EU energy regulation (GEG, EnWG).
- Specified fail-safe behaviour: if the connection drops, bypass mode keeps the heating running.

Product Manager, IoT & Digital Services

Uponor GmbH, Frankfurt | Jul 2021 – Jul 2023

- Piloted sensor-based heating optimisation in multi-family, mixed-use and commercial buildings (12–15% heating energy optimisation as a start) and designed a savings-share business model with no upfront cost for the customer.
- Ran the competitive analysis that shaped the business model.
- Defined the roadmap for the six-person development team in Spain building the customer web app, and led that team.
- Defined web-app KPIs with the development and sensor teams and coordinated stakeholders in Denmark.
- Designed a leakage-detector calculator that quantifies the loss from pipe leaks. Served three markets: Germany, Spain and Denmark.

Co-Founder and Product Lead, Smartivate

Karlsruhe / Düsseldorf | Jan 2018 – present

- Built Germany's first cross-brand IoT SaaS configurator (build phase 2018–2019, market launch February 2020) with 2,500+ users.



CONTACT

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[Smartivate](#)

SKILLS

Product

Roadmaps, strategy and vision, discovery, prioritisation, backlog ownership, KPIs and product analytics

AI and automation

LLM apps and RAG, agents with n8n and LangGraph, LangSmith evaluation, Streamlit prototypes, Python

Platform and domain

IoT and smart home, HEMS, DER, heat pumps and EV chargers, cloud, APIs and interoperability, EU energy regulation (GEG, EnWG)

Commercial

Business case and go-to-market, B2B2C platforms, recurring SaaS models and pricing, start-up funding

Delivery and leadership

Scrum, Kanban, OKRs, Lean Startup, Design Thinking, stakeholder management, international teams

AI TOOLS

Claude, n8n, LangGraph, LangSmith, Streamlit

TOOLS

Jira, Confluence, Miro, Notion, Tableau, Google Analytics, Microsoft Office

LANGUAGES

English: native
German: B1 (business proficiency)
Telugu: native
Hindi, Tamil: business proficiency

- Awarded €130k EXIST pre-seed funding (BMW i) to build the product and launch it.
- Designed a B2B2C model: SaaS subscription and setup fee for real estate and utility partners, plus retail partners.
- Won four B2B clients from real estate and utilities.
- Ran monthly testing events at CyberForum Karlsruhe before launch, and drove growth with SEO, Google Analytics and heatmaps.

Entrepreneur and Mentor

Start-up ecosystem, Germany

- Founded Smartivate through a mentoring program with Innogy; recognized with multiple awards, including Innowerft by SAP, BMW i and "Most Marketable Idea of the Year 2017" by Burda Bootcamp.
- Selected by four accelerators (Burda Bootcamp, Innowerft by SAP, Grow by Pioniergarage, AXEL Energy Accelerator) to develop customer-focused IT, SaaS and IoT business models for B2C and B2B markets.
- Guided early-stage founders in developing MVPs and go-to-market pilots with measurable customer feedback loops.
- Designed early prototypes of a cross-brand IoT integration platform for residential energy devices.

EDUCATION

Further training: AI and automation 2026
Ironhack AI Consulting & Integration (400+ hours), IHK KI-Manager/-in

M.Sc. ENTECH, double degree 2013 – 2015
KIT Karlsruhe and IST Lisbon, EU InnoEnergy scholarship

B.Tech Mechanical Engineering 2008 – 2012
SRM University, Chennai

AI PROJECTS

Heat Pump Copilot (Ironhack capstone)

For installers at heat pump vendors entering the German market: resolves fault codes on site and catches connection drops that customers mistake for hardware failure. Retrieval over manuals, completeness checker, LangSmith tracing, EU AI Act classification.

Delivery Lifecycle Diagnostics Copilot

Explains where and why supplier switches stall: funnel dashboard with an AI triage agent, modelled across Germany, Norway, Sweden and the Netherlands.

Agents and RAG labs

LangGraph complaint processor and n8n RAG workflows on Pinecone with a Cohere reranker, plus a comparison of chunking strategies.

Portfolio: anandnarasipuram.com

CERTIFICATIONS

KI-Manager/-in (IHK)

IHK Akademie München und Oberbayern, 2026

AI Consulting & Integration

Ironhack, 400+ hours, 2026

Energy Manager

TÜV Rheinland, 2025

Product Management LevelUp

Product Academy, Zurich, 2024

RECOGNITION

- Best of Technology Award 2024 (E.ON One, Intelligent Heating Control)
- SmartHome Deutschland Award 2019, 3rd place
- Energy Efficiency Hack (DENEFF) overall winner 2018
- PropTech Top 100, 2020