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EXECUTIVE PROGRAM IN

Forward Deployed AI Product Management

For the ones who don't just stay ahead but build the curve



4

MONTHS



90

HOURS



Weekends

ONLINE



IITMP

CERTIFICATE

• NO CODING REQUIRED

• ANY GRADUATE DISCIPLINE

95%

of enterprise AI deployments show no measurable profit-and-loss impact.



— MIT, State of AI in Business, 2025

41%

of AI pilots ever reach production.

Gartner

Why is this happening ?

Product roadmaps don't fail in the deck. **They fail after the handoff.**

What AI gave Product Managers ?

Faster PRDs

Instant Mockups

Sharper Comms

What still breaks the rollout :

Legacy APIs

Broken SSO

Undocumented data pipelines

Stakeholders who move the goalposts post-demo

Big Tech is looking for a solution & the solution is ...

A role that keeps moving forward

2006



Palantir invents a new role.

Forward Deployed

Engineering is born.

2015–2024

Every AI lab copies it.

OpenAI. Anthropic.

Google Cloud. Salesforce.

2025

FDE on the rise.

800%+ job postings explode,

\$1.2M+ top comp at frontier labs.

2026

The rise of the
Forward Deployed Product Manager



猪瀬 竜馬 · amptalk CEO ●
@ryomainose



Every founder I know is desperate for an FDPM, but their ideal candidate is the "phantom talent" with a path like "CS degree → 2 years at McKinsey → 2 years in product/BizOps at a Series A startup"

- In reality, you have no choice but to intentionally develop this talent in-house
- "I want to hire a 20-something who can rapidly prototype starting from customer pain points, for \$160k salary" ...



r/ProductManagement · 1y ago
CwQ12



What's your take the differences between working as a „forward deployed“ PM and traditional PM roles?

I've seen the "forward deployed" PM role pop up more often in my current job hunt, especially around new technology like AI. My impressions after a few talks:

- Higher exposure to different problems and potential solutions, typical for short project length across multiple clients



Dhruv Vasishtha ●
@dvasishtha



Every founder I know wants forward deployed AI PMs and it seems the best profile is a mythical CS undergrad who spent two years at McKinsey then two years in product / biz ops at a series A startup.

The reality is you're going to have to be intentional in training up this talent.



Kierra | Data Conversationalist ●
@iamKierraD



We're entering an era where building AI is becoming easier, but deciding what deserves to be built is becoming exponentially more valuable.

That's why I wrote The Rise of the Forward-Deployed AI Product Manager.

“The Forward-Deployed Expert: How AI Is Reinventing Product Management”

The PM's job shifts, too. They will spend less time documenting manually and more time on the judgment calls AI cannot make: reading organizational dynamics, distinguishing habit from real pain and deciding which patterns are important enough to shape the roadmap.

Big tech is already hiring for it

Not a forecast. Open reqs, live, today.

scale

glean

OpenAI

TRIBE AI

What the role pays

INDIA · FORWARD-DEPLOYED PM

₹18–45L

Averaging ₹30–39L a 30–50% premium over standard PM roles

15–30%

above standard AI PM pay and climbing



Here's what the industry is projecting

AI PM is a job title. Forward Deployed PM is a different species. One talks about capability. The other ships inside the client's stack.

Not a roadmap PM, a CSM, or a solutions engineer

scale

The FDPM is "the connective tissue between customer deployments and R&D."

Valon

FDPMs are "mini-GMs of their customer portfolios."

glean

Deployments don't fail on strategy, they fail on the ground, where FDPMS live. This is why companies aren't hiring AI PMs anymore. They're hiring operators...

Who is this for?

Any graduate discipline, with a minimum of 50% or equivalent CGPA. If you know how a product goes from idea to shipped, you are good to go.



No coding



Weekends online



Learn from IIT and IIM Faculty

YOU COME IN AS	YOU LEAVE AS
PM, APM, or product owner	An AI-native PM who builds with AI and owns the outcome
Product or business analyst	A builder who runs discovery and drives delivery with AI
Founder or solo operator	The product leader who ships more with fewer people
Consultant, delivery or pre-sales lead	A PM who leads AI product work end to end

Roles this supports

AI Product Manager

AI Native PM

Forward Deployed PM

Technical Product Manager (AI)

AI Delivery Lead



What changes

The PM manages the plan. The forward-deployed AI PM **owns the outcome** and builds with AI to get there.

	THE PM ROLE TODAY	THE FORWARD-DEPLOYED AI PM
Scope	Owns the roadmap and the backlog	Owns the whole cycle: problem, build, deploy
Judged on	PRDs and features delivered	The outcome, and what ships
Build depth	Briefs engineering, rarely builds	Prototypes and evaluates with AI directly
AI	An occasional assist	AI-native across the entire lifecycle
Setting	Inside one product team	Embedded, in-house or with a client

AI has not replaced the product manager.
It has moved where the value sits.



About IITM Pravartak



A TECHNOLOGY
INNOVATION HUB
OF IIT MADRAS

The academic depth of the IIT Madras innovation hub,
built for the way industry actually deploys AI.

இந்திய தொழில்நுட்ப கழகம் சென்னை

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IITM Pravartak Technologies Foundation is the Technology Innovation Hub of IIT Madras, established under the Government of India's Department of Science and Technology through the National Mission on Interdisciplinary Cyber-Physical Systems.

It operates at the intersection of academia, research and industry, leveraging the institute's six decades of excellence in engineering and technology education.

It brings together world-renowned faculty, seasoned industry professionals and cutting-edge research infrastructure with access to specialised laboratories within the IITMRP ecosystem.

With a mission to nurture next-generation talent and foster deep-tech advancement with global relevance, it serves as a bridge between pioneering research and real-world implementation.

ACADEMIC RIGOUR

IIT Madras Ecosystem

Frontier AI fundamentals, grounded in a leading research ecosystem.

REAL-WORLD CONTEXT

Practitioner-led

Taught by people shipping AI products inside real organisations.

One Cohort, **Two Journeys**

You Don't Pick A Side. You Leave Able To Do Both

<> **TECH**

Taught by IIT faculty



Learn how AI actually works

Not theory, but the mechanics of models and agents, taught by people who research this for a living.



Build something real

Go from idea to a working prototype, with faculty who've built systems that survived contact with production.



Know why it broke

Debug, evaluate, and fix AI systems with the same rigor an IIT lab would demand.



CONSULTING

Taught by IIM faculty



Learn how the room thinks

Stakeholders don't care about your architecture; they care about outcomes. IIM faculty teach you to speak their language.



Turn the build into a business case

Frame ROI, cost, and risk the way a consultant would walk a client through it.



Defend it and close it

Handle pushback, negotiate scope, and get the work approved, not just admired.



Five phases, mindset to shipping

The programme follows the way AI-native product work actually runs.

START WITH THE BRIDGE COURSE

Everyone begins on the same footing. **The bridge course covers the fundamentals** the main curriculum assumes you already have, so no one spends Phase 01 catching up.

What the bridge course covers

-  GenAI
-  Prompt Engineering
-  Vibe Coding Workflows
-  System Thinking
-  Git and Software Development Basics

-  Finish the bridge course, then move into the five phases.

01

Orient M1

The forward-deployed mindset for product.

02

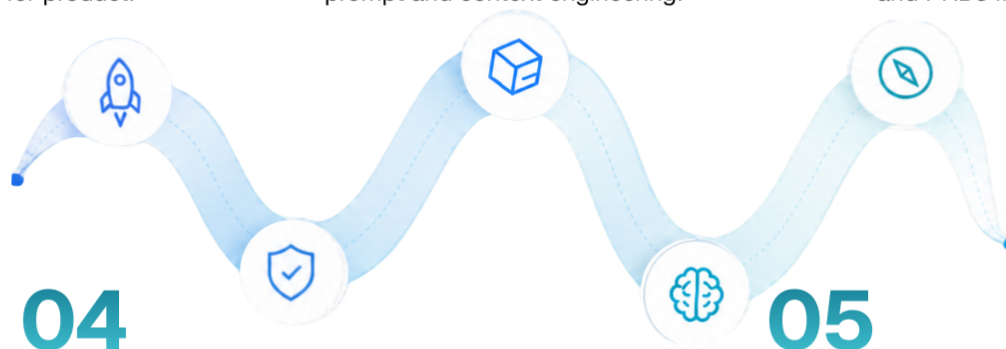
Understand AI M2, M3

How LLMs and agents work; prompt and context engineering.

03

Build M4 + Masterclass 1

Rapid prototyping. Build POCs and PRDs from scenarios.



04

Prove and engineer M5, M6

Evals, guardrails, and spec docs.

05

Deliver M7 + Masterclass 2 + Capstone

Forward-deployed delivery. Ship, maintain, close the full cycle.

THE SKILL LADDER UNDERNEATH

Prompt engineering



Context engineering

All taught at PM level, not engineering level.

7 modules • 90 hours

Seven Modules, Two Masterclasses, One Capstone.



M1

9 hours

The Forward-Deployed PM & the Frame-to-Ship Spine

Reset the operating model: how the PM role changes under AI, and the P0-P3 spine this programme runs on.

- The role shift: from backlog owner to outcome owner
- The AI-native operating model and the 4 maturity levels
- The agentic PDLC and the Frame-to-Ship spine (P0-P3)
- Where to zoom: which phase your context demands

M2

11 hours

How LLMs & Agents Work, and Running Your PM Week with Them

Enough model and agent intuition to brief them precisely, then put them to work on your own PM week.

- Understanding LLMs at the PM level
- Mastering prompt engineering techniques
- Exploring agent functionality in project management
- Identifying optimal AI usage versus simpler solutions
- Streamlining your PM week through automation

M3

11 hours

Context & Data Decisions

Ground a model in the right context, and make the data calls a forward-deployed PM owns: sources, integrations, residency.

- Context engineering & RAG at PM level
- AI-native discovery
- Data sources & MCP-class integrations
- Data residency & privacy levels

M4

11 hours

The Artifact Stack: PRDs, PRD-Lites & LLM-Friendly Spec Docs

The P1 zoom. Master the document formats of the agentic PDLC, and write specs both a team and an LLM can act on.

- The artifact map of the agentic PDLC
- PRD formats and when each fits
- LLM-friendly spec docs
- From PRD to acting spec

M5

12 hours

Prototyping & POCs: Figma Mockups and Vibe-Coded Builds

The P2 zoom. Every PRD leaves with a working POC attached: mockups for the conversation, a vibe-coded build for the proof.

- The prototyping flow
- Vibe-coding methodology & frameworks
- Figma & UI mockups with AI
- The POC that ships with the PRD
- Demo craft

M6

8 hours

The Decision Layer: Evals, Autonomy & Token Economics

The gate to P3. Prove the product is good enough, decide how much rope it gets, and make the economics defensible.

- The prototyping flow
- Vibe-coding methodology & frameworks
- Figma & UI mockups with AI
- The POC that ships with the PRD
- Demo craft

M7

10 hours

Forward-Deployed Delivery & Consultancy Frameworks

The P3 zoom. Run the engagement like a consultant, deliver like an owner, and leave capability behind.

- The forward-deployed operating model
- Consulting craft for AI engagements
- ROI & the business case
- Stakeholder command
- Leading the build & the handover

CS 1

4 hours

MASTERCLASS

RAG & Recommendations in Food & Grocery Delivery

An industry expert implements the case end to end, live. The lesson: for a fuzzy-answer product, the PM defines what good means and keeps it grounded.

- The problem and the retrieval-recommendation architecture
- Building the assistant live
- Evaluating a fuzzy-answer product
- ROI and guardrails



CS 2

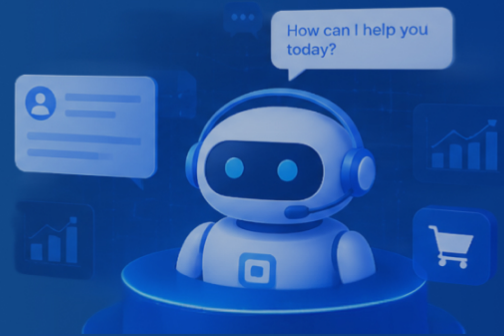
4 hours

MASTERCLASS

Agentic Merchant Support at Payments Scale

An industry expert implements the case end to end, live. The lesson: the workflow's real prize is the signal it returns to product.

- Clustering the repeating issue
- The agentic workflow and the trust boundary
- Building the workflow live
- ROI, rollout and the signal memo



THE CAPSTONE

🕒 10 hours

End-to-End Agentic Product Build

Run a given idea from discovery to a working outcome. Mentor-supported. Scenarios are drawn from Futureense industry partners, Fortune 500 connections and FLC leaders, delivered as a simulation.

Assessment: The capstone is the only assessment. The masterclasses are demonstrations and are not graded.

72

taught hours

8

masterclass hours

10

capstone hours

Learn from Practitioners

Co-architects, Professors of Practice, and Mentors of the Program



Anand Das

TVS Motors
Chief Digital & AI Officer



Ankit Mogra

Ather Energy
Director - Insights & Analytics



Muthumari S

Brillio
Global Head of Data & AI Studio



Shrirsha Ray

Thomson Reuters
Director of Engineering



Ishu Jain

Myntra
Head of Central Analytics



Pankaj Rai

Aditya Birla Management Corp
Group Chief Data & Analytics Officer



Madhu Hosadurga

Schneider Electric
Global VP, Enterprise AI



Nithya Subramanian

Best Buy
Sr Director Data & AI COE



Swati Jain

Deloitte
Partner, Digital AI & Analytics



Srini Oduru

Kearney
Head of IT Delivery & Operations



Anirban Nandi

Albertsons Companies India
Vice President, AI and Data



Indrani Goswami

Nykaa
Associate Director

Learn from Practitioners

Co-architects, Professors of Practice, and Mentors of the Program



Vishal Nagpal
Best Buy
Director of Data & AI



Krithika Muthukrishnan
Scripbox
Chief Data Science Officer



Tushar Sahu
Google
Director Engineering



Sumon Maal
SonyLiv
Director Engineering



Ruchika Singh
Spotify
Director, Data Science & Insights



Nishant Chandra
Microsoft
Industry Copilot Leader & Head



Vidhi Chugh
All About Scale
Head of AI



Ashish Kulkarni
Kritrum
Director Applied AI



Gaurav Srivastava
Amazon
Analytics Business Intelligence



Arpit Agarwal
Google
Data Science Manager



Ashutosh Shinde
PayU
Director, Software Engineering



Biju Kalleppilli
SAP Labs
Industry Copilot Head

Career Assistance and Placement Support by Futureense

1. Personal Career Mapping

Customized career plans based on your background and specialization.

2. Resume & LinkedIn Optimization

Strengthen your professional identity with expert-led profile enhancements.

3. Portfolio & Personal Branding Support

Build a compelling portfolio aligned to your target roles.

4. Industry Workshops & Webinars

Learn directly from industry leaders and domain experts.

5. Mock Interviews & Expert Feedback

Practice real interviews and receive actionable improvement guidance.



EXECUTIVE PROGRAM IN

Forward Deployed AI Product Management



90 hrs

72 taught hours
8 hours of masterclass
10 hours of capstone



~4 months

Weekends, online



7 + 2 + 1

Modules,
Live Masterclasses,
Capstone



CERTIFICATE

IITM Pravartak, on completion



FORMAT

Weekends, Online



ELIGIBILITY

Any graduate discipline with a minimum of 50% or equivalent CGPA.



TOOLS

Free, free-to-try, or open-source only



ISSUED BY

IITM Pravartak · Futureense,
admissions partner



IMMERSION

Optional 2-day, IIT Madras Research Park



ASSESSMENT

Capstone only



CODING

Not required

ADMISSIONS

Who can apply, snapshot & fees

PROGRAM SNAPSHOT



Format: 100% online + optional 2-day campus immersion



Duration: ~4months · 90 hrs



Schedule: Sat & Sun, ~3 hrs each
~16 weekends



Start date: 15th October 2026



Certificate: issued by IITM Pravartak

ELIGIBILITY

- A minimum 3-year bachelor's degree (10+2+3 or 10+2+4 pattern) in any stream (Arts, Science, Commerce, Engineering, etc.) from a university recognized by the UGC or AIU.
- Minimum 50% or equivalent CGPA in graduation
- Clearance of the pre-screening test



Program Fee
₹49,999 + 18% GST



Application Fee (non-refundable, adjusted in final fee)
₹5,000/-



Bridge Course
Worth ₹29,000

Included FREE

TOTAL PROGRAM FEES

₹58,999

(including 18% GST)

About Futureense

Futureense is India's largest AI-focused skilling and talent company. It exists to solve one problem: the gap between the AI talent India produces and the AI talent the world needs.

Futureense is the Industry and Admissions Partner for this program. Everything beyond the classroom: industry mentors, placement engine, campus operations, career support.

The IIT brings academic depth.
Futureense brings the machinery that turns that depth into careers.

Impact and Ecosystem

3M+

LEARNER
COMMUNITY

70+

UNIVERSITY
COLLABORATIONS

10+

IIT/IIM
PARTNERSHIPS

540+

TRUSTED HIRING
PARTNERS

25K+

CAREERS
TRANSFORMED

100+

MENTORS &
EXPERTS

400+

FUTURENSE TEAM
STRENGTH

65+

ENTERPRISE CLIENTS
ACROSS FORTUNE 500
AND GCCS



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IITM PRAVARTAK

IITM Pravartak Technologies
Foundation
IIT Madras Research Park, Chennai

FUTURENSE · ADMISSIONS

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Certificate awarded by IITM Pravartak on meeting programme criteria. The capstone is the only assessment. Career outcomes vary; Futurense provides career support but does not guarantee employment. Compensation figures are market estimates from public job-posting data.