



Abhishek Jain

Director of Product @ Scrut

With over **12 years in SaaS**, I have led multiple **million-dollar products** across AgriTech, **InfoSec**, **CRM**, **RevOps**, CPaaS, and IoT. I thrive on driving business objectives and have executed strategies that help **accelerate the top line** and continuously **improve the bottom line** while ensuring a **great user experience** and long-term **product stickiness**.



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HIGHLIGHTS

Scaled Ace at LeadSquared to 200+ enterprises

Built enablement plan for 600+ sales & solution executives

Strategized packaging & positioning for 2x YoY growth

Built products used by industries leading businesses

Rare mix of hands-on Dev, Design, Product & Growth

Built a team of over 17 from the ground up



WORK EXPERIENCE

Director of Product

Scrut Automation [↗](#)

05/2024 - Present

1 year

Scrut helps over 1200 businesses simplify and streamline their Governance, Risk, and Compliance.

- Along with managing the product and team, I focus on **improving product adoption and revenue per CSM** through product and process interventions.
- Streamlined the product development process to prioritise the voice of customers & customer stakeholders instead of developing features in isolation; this has **reduced CSM team tickets post-release by over 90%**.
- A new user onboarding journey was introduced, enabling seamless product data configuration without requiring users to learn its nuances. This module **reduced customer onboarding time from 6+ hours to under 2 hours** and was a key factor in improving revenue per CSM.
- By scaling integrations & improving critical workflows **improved the GRR from 56% to 87%** in two quarters for the Enterprise customer cohort.
- Identified, prioritized, and scaled multiple **GenAI use cases that create strong market differentiation**, enhance end-user productivity, and improve product stickiness. This **also increased our NRR by 4 percentage points**.
- Designed and implemented an email **nudge system driven by LLM** to address non-compliance issues by providing contextualised information, explaining implications, and offering detailed remediation steps. This initiative led to a 9x increase in email open rates, a 3.5x increase in CTR, and a **65% reduction in non-compliant items** across accounts within a quarter.
- Built product telemetry capabilities to gain comprehensive insights into product usage across diverse customers. What previously took us a week to analyse **now takes less than a couple of hours**.

Group Product Manager

LeadSquared [↗](#)

08/2019 - 06/2024

5 years

LeadSquared is one of the most extensive B2C CRM products in the Indian market, used by businesses across BFSI, Education, EdTech, and Manufacturing sectors.

- Developed and scaled “Ace,” a Sales Performance Management Suite, from concept **to over 10% of Leadsquared’s ARR and 200+ enterprise businesses**. Led GTM, product, and P&L. [Learn More](#).
- Devised a pricing and packaging strategy to ensure the highest growth rates while maintaining the **lowest Total Cost of Ownership in the market**. [Learn More](#).
- Improved **gross margins to over 75% from less than 50%**. By working closely with Data and Infrastructure Engineers to reduce cloud costs while maintaining top-quality customer experience.
- Built a data-driven decision-making framework that considered usage, revenue segments and qualitative insights. **This helped us keep our churn rate less than 10%**.
- **Built and managed a team of 17 members** consisting of PMs, Growth Managers, Designers, and Implementation Specialists.
- **First to launch an LLM-powered incentive creator** in 2023, which made creating incentive programs 40% faster.
- **Ace is quoted as most adaptive SPM product** by many CXOs of our customers. [Check out customer testimonials](#).
- Between 2019 and 2020, built multiple large-scale data migration and custom database products used by over **80% of our enterprise customers daily**.

Product Manager

Cropin [↗](#)

01/2019 - 08/2019

9 Months

Cropin is a global agritech pioneer. Through its SaaS product, it serves some of the largest contract farming companies.

- **Launched Acresquare, a farmer app in a Contract Farming Setup**. Did field research to learn farmers’ needs & built Acresquare to increase digital adoption. The app worked offline on 3G & supported 14 languages on day one.
- **Interacted with over 100 farmers & 20+ Large Agri-Business** in 3 months.
- **Over 10,000 farmers used Acresquare** to learn about their crop health, follow SOPs provided by contractors, report crop diseases, and receive timely resolutions.
- Built a **2-minute crop disease detection feature** using a combination of image recognition and questionnaires. Farmers could capture the information and receive a detailed SOP upon disease identification.

Senior Product Designer

Cisco [↗](#)

10/2016 - 01/2019

2.5 years

Cisco Spaces helps businesses gain insights into how people move in physical spaces like malls, stadiums, and airports.

- Part of the core team that **conceptualised, designed and launched the Cisco Spaces** product from scratch.
- Interacted with some of the **largest Real Estate Business Stakeholders** to get use cases right.
- Identified and helped build a **footfall forecasting use case** that became the most business-critical feature.
- Cisco Spaces scaled to **22,000 Buildings with 143 Billion Location Updates**.
- Furthermore, I served as a **proxy product manager**, collaborating directly with engineering and business teams.

Frontend Developer

EdgeVerve [↗](#)

12/2014 - 10/2016

2 years

- Contributed to the design and development of the UI for the [AssistEdge](#) product, which is used globally by some of the **largest telecom providers and their end users**.
- Ran multiple rapid prototype experiments, which helped us get **customer feedback in less than 1 week instead of 3 to 4 weeks**.

WORK EXPERIENCE

Fullstack Developer

Infosys [↗](#)

08/2012 - 12/2014

2.5 years

- Enhanced & Maintained Customer Support Ticket Product for **entire India Business Unit's customers, using Java Struts & MySQL.**

SIDE HUSTLES

Product Mentor

Upraised [↗](#)

09/2022 - 04/2024

- Upraised is India's leading upskilling platform that helps you become a super product manager.

Product Consultant

Awign [↗](#)

03/2018 - 02/2019

- Worked with the core team to design and scale Awign's Gig Work app, which helps college students earn while studying.

Co-founder

Snyft [↗](#)

10/2012 - 10/2014

- Snyft helped businesses increase their foot traffic by creating digital storefronts. **It was used by over 200 stores** in Jayanagar, Bangalore, and had around **5,000 monthly active users.**

Co-founder

Smartpie

02/2015 - 06/2016

- The idea behind Smartpie was to help students in grades 5 through 10 in India learn beyond their curriculum. However, achieving digital adoption was difficult due to slow internet speeds and limited smartphone penetration at the time.

EDUCATION

BE in Computer Science and Engineering

Dayanada Sagar College of Engineering

08/2008 - 08/2012

- Built a machine learning-based handwritten recognition project using .NET, OpenCV, and K-means clustering, achieving **more than 80% efficiency.**
- Built a mobile game called Lazetron using OpenGL and Android. The game had 15 levels; **only 2% of players completed the last level.**

RECOMMENDATIONS

Sudhakar Gorti - Co-founder & CPO of LeadSquared

"Abhishek is an exceptional product leader. He has a rare skill set that combines business understanding, technology, product, and design. His exceptional work ethic, hunger to learn, ability to deliver, and, most importantly, being a team person make him a great asset for any organisation."

Email : sudhakar@astuto.ai

Mithlesh Dhore - Engineering Director @ LeadSquared

"Abhishek has a unique ability to work closely with engineering teams to build products that meet the needs of both business and end-users. He has a talent for distilling complex concepts into easy-to-understand language for non-technical folks."

Email : mithleshdhore@gmail.com