



Product Guy

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Experience Design

Team Building

Tech & Analytics

GTM Strategy

Ideation to Scale

Monetization

User Centricity

B2B

B2B2C

Intro

Entrepreneur at heart, with an Analytical mind,

Gregarious by nature, and Go-getter by actions. I understand

Design, **Business**, and **Tech** well, which helps me build **great products**

11+ years in **Enterprise SaaS** **6+** years as **Product Leader** **4+** years as **Fullstack Developer** **3+** years as **Product Designer**

Work



LeadSquared

Group Product Manager

Aug 2019 - Present (4+y)

0 to 1

1 to 10

B2C CRM

Products

- Built & Scaled **Ace**, a Sales Performance Management Suite.
Led the Ideation, execution, GTM, adoption, monetization, and P&L.
- Additionally, driving the GTM for **Ace** specifically in Enterprise Market
- Built two major **Developer Platform Products** to handle large dataset.

Accomplishments

- Took revenue from 0 to **\$1.25m+ ARR in less than 2 years.**
- Worked with Data & Infra Engineers to bring **down cloud cost and improved Gross Margins to well above 60%.**
- Built and managed a team of **17 Members**, comprised PMs, Growth Owners, Designers, Illustrators, and Researchers.
- Designed a **platform architecture** for swift & cost effective scale.
This ensured we build more offerings faster, with less development effort and negligible incremental cloud cost.
- Worked with Cross Function teams to build pipeline of **1K+ Prospects.**
Worked closely with Marketing, Customer Success, Pre-sales, Sales, & Professional Services teams to get product to the market and improve adoption.
- Leading **Product Execution & Strategy.** Built a comprehensive usage, growth & business insight dashboard using Pendo, Clarity, ProductBoard, AWS Cost Explorer, MIS DB & Zoho Analytics to identify growth drivers & blocker. Using these devised our GTM & Roadmap strategy to grow 12%+ every Quarter.

Skills

Managing P&L | Building BigData Product | Marketing SaaS Products
Market Research | Running a Sales Engine | Building Platform Product |
SaaS Monetisation, Adoption & Retention | Cloud Cost Optimization

Work

Check out the slides from my talk about [how to scale a B2B product](#)

Hear about the impact of Ace in this [customer testimonial video](#)

Check out the slides from my talk about [Pricing your SaaS Product Right](#)



Cropin

Product Manager

Jan 2019 - Aug 2019 (8m)

0 to 1

Mobile SaaS

Agritech

Products

- 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.

Accomplishments

- Interacted with **100+ Farmers & 20+ Large Agri Business** in 2 months.
- 10000+ Farmers** adopted the mobile app and used it regularly.
Farmers used Acresquare to learn about their crop health, follow SOP provided by contractors, report crop diseases and get timely resolutions.

Skills

Android App Design & Development for Low-End Phones | Localization |
Market Research | Agritech Market | User Centred Feature Prioritization

Work

Cropin B2B2C offerings' [market research & product strategy deck](#)

Detailed research on [Farmers' Touchpoints & Journey in Contract Farming](#)



Cisco

Product Designer

Oct 2016 - Jan 2019 (2y 4m)

1 to 10

10 to 100

IoT

Products

- Conceptualised & Designed **Cisco Spaces** product.
Worked directly with Engineering team to design Cisco Spaces. Interacted with some of the largest Real Estate Business Stakeholders to get design right.

Accomplishments

- Cisco Spaces scaled to **22k Buildings with 143B Location Updates**

Skills

Product Management | Data Analytics | Working on IoT Devices |
Computer Networks | Information Design | Data Visualisation

Work

Cisco Spaces has complex data sets, and it needed [creative visualizations](#)



EdgeVerve

Frontend Developer

Dec 2014 - Oct 2016 (1y 10m)

Designed & Developed the UI of **AssistEdge** product using Sketch & Angular JS. Ran multiple rapid prototype experiments for fast GTM



Infosys

Software Developer

Aug 2012 to Dec 2014 (2y 5m)

Enhanced & Maintained **Customer Support Tool**, using Java Struts & MySQL. This product was used by India Business Unit customers.

Hustles



SmartPie

First Startup

2013 - 2014

SmartPie was one of a kind EdTech startup. We were building the world's first social network for students and teachers.



Snyft

Second Startup

2015 - 2016

Snyft was a hyper-local discovery app to find interesting places to shop. We added 250+ stores and 5K+ end users.



Awign

Product Consultant

2018 - 2019

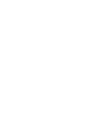
Worked with founders of **Awign** to productize & design their Gig Worker App, which helped them raising Series A funding.



Shortlist

NASSCOM

2013 - 2014



Member

IIMB NSRCEL

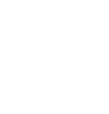
2014 - 2015



Yatri

Jagriti Yatra

2016



Coach

Designerrs Lab

2018



Mentor

Upraised.co

Present

Education



Dayananda Sagar Institution

Computer Science & Engineering

2008 - 2012

Bangalore

“ Great products are built by keeping users at the center and instincts on the side.”

abitbybit.com

More about my work on my website