

JYOTISHMAN DAS

Product Manager | AI-Native B2B SaaS, Measurement & Platform

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SUMMARY

Product Manager with 7+ years in B2B SaaS and enterprise technology, 6+ in product ownership and product management, and sole PM for Vantage Pulse at Vantage Circle, grown from a dormant add-on to 100+ paid enterprise clients and ~\$500K ARR. I authored the measurement methodology, ship production LLM features against human-labelled evaluations, and own pricing, the access and data-privacy model, and the stability OKR that cut breakdown tickets by three quarters. Introducing Claude across teams I hold no authority over and prototyping in the production Angular codebase cut design-to-development **from weeks to 2-3 days** and won the company's top annual award.

EXPERIENCE

Product Manager, Vantage Circle | Jan 2023 – Present

Vantage Pulse: B2B SaaS employee engagement and survey platform, scaled from a bundled add-on to a standalone product line | Sole PM with a 12-person engineering, design, and QA squad, reporting to the co-founders; primary Voice of Customer across sales, CS, and marketing | Bengaluru, India

- **Product strategy and 0-to-1:** Grew Vantage Pulse from a dormant add-on (~10% utilization across ~300 bundled accounts, zero standalone customers) to **100+ paid enterprise clients and ~\$500K ARR**, with surveys reaching **~5 million employees a year at 45-75% participation**.
- **Measurement model and benchmarking:** Authored the methodology: 5- and 10-point scales normalized onto one 0-100 index, engagement and eNPS bands calibrated separately for SMB and enterprise sizes, participation-health bands, and two-sided benchmarking (sector and the client's own best score) across **13 industries**.
- **Applied LLM features:** Shipped an LLM reply assistant and a conversational HR chatbot on a **3,500+ QA-pair knowledge base** with **hybrid lexical and semantic retrieval**, personally structuring the content and chunk boundaries and the static-versus-live-tool answer scope; shipped action planning that turns score-versus-benchmark gaps into owned, tracked plans.
- **AI evaluation, remediation and cost control:** Justified a production model upgrade with a model-as-judge pass over a random **~5,000-comment sample**, then human adjudication of the **~500 misclassified** with HR users (**>90% accuracy**); isolated sarcasm as the top failure mode and shipped a routing rule, not a bigger model, with in-product re-bucketing feeding corrections back as signal. Bounded reporting AI to one model call and a fixed sentence budget (**~a cent per report**, auditable), leading with data trustworthiness below **40% participation**.
- **Search and retrieval:** Drove vendor evaluation, requirements, and rollout for **Algolia** search across the rewards and redemption catalog (**10,000+ SKUs, now 21 indices**), with click, view, and conversion events instrumented into ranking and analytics; personally implemented **TF-IDF term-weighting** for the engagement word clouds.
- **Pricing, packaging and PLG:** Designed a 30-day trial into feature-gated freemium and set list pricing and gating for the self-serve and mid-market tiers, sourcing **15+ of the 100+ paid clients** through the self-serve funnel; own per-tenant channel provisioning and per-client add-on pricing, positioned against continuous competitive analysis of the category's main India challenger and TAM/SAM/SOM sizing of ICP segments with marketing.
- **Growth, integrations and reach:** Grew **monthly active HR admins from ~30 to ~180** by mapping the admin journey (CUIs / JTBD) and driving API-based **HRIS/HCM integrations** (unified-API vendor plus SFTP/CSV) as the bridge between client IT and engineering; extended reach to **150,000+ deskless employees across 10+ clients** through 114 languages, QR and kiosk entry, and five delivery channels, with automated instrumentation across **11 lifecycle milestones**.
- **Platform reliability, access and privacy, OKR champion:** Own the product-stability OKR: cut survey-breakdown and dashboard-crash tickets **from ~20 a month to under 5** and worst-case dashboard load **from 15-20 seconds to under one second** (Redis to ClickHouse migration with the data team, 50-200 GraphQL calls collapsed into one SQL read). With InfoSec, own the access model, SSO, geographic RBAC, and dynamic anonymity thresholds masking groups under 3 or 5 respondents, meeting GDPR and regional data-residency requirements across every deployment.
- **Internal data products, built solo:** Built two systems end to end with Claude Code, no developer in the build or ship path: an SDR pipeline CRM with follow-up alerts, and an org-wide client CRM unifying **HubSpot, finance, and product-platform data** over APIs and webhooks on an internal client identifier, with a source of truth and lineage per domain; it replaced **~4 hours a month** of manual consolidation and is the daily system of record across five functions.

Product Owner, Nihilent | Jan 2020 – Dec 2022

Enterprise digital transformation engagements | Band designation: Associate Consultant | Pune, India

- **Multi-client delivery:** Shipped a sports broadcast-rights Contract Management System for Africa's largest pay-TV broadcaster and a Portfolio Management Service for one of India's largest asset managers, owning backlog, user stories, and sprint delivery across **5+ concurrent programs** in India, the US, South Africa, Canada, and Australia.
- **0-to-1 AI/ML product:** Took **Lumos**, an AI-driven biometric media-research platform, from founder vision to a tool **now deployed across the company's global UX labs**, leading the team as product bridge to ML engineering: authored requirements, signal taxonomies, and acceptance criteria for **75+ real-time behavioral signals** across EEG, facial coding, and eye tracking, productizing second-by-second subconscious-response analysis into a suite of content-testing services.
- **Requirements and analysis:** Landed specifications in a single stakeholder pass on a high-net-worth engagement with limited client access, converting fragmented inputs into structured **PRDs, BRDs, and FSDs**, and running A/B tests and SQL-backed analysis to prioritize the backlog.

Associate Consultant, Business Analysis, Nihilent | Jan 2019 – Dec 2019

Pune, India

- **Discovery and research:** Surfaced a root cause of customer attrition different from the one stakeholders assumed by leading Design Thinking discovery workshops with tier-1 banking clients, then tracked the resulting service improvements through CSAT/NPS.
- **Program delivery and enablement:** Owned discovery for a supply-chain and store-operations program at a large quick-service restaurant chain, running requirement sessions with store managers and supply-chain stakeholders, authoring the BRD, and leading UAT and training through go-live; trained **100+ client stakeholders** in Design Thinking and Agile practice.

SKILLS

Product Management: Product Strategy, 0-to-1 Delivery, Roadmap & OKR Ownership, CUJs / JTBD, Customer Discovery & Early-Adopter Programs, Competitive Analysis, Market Sizing (TAM/SAM/SOM) & ICP Definition, PRD/BRD/FSD/SRD & User Stories, Backlog Prioritization, Agile/Scrum, Experimentation & A/B Testing, Stakeholder Management

Measurement & Research: Survey Design & Instrumentation, Participation-Rate & Sampling Analysis, Score Normalization & Index Construction, Benchmarking Methodology, Data-Quality Guardrails, Lifecycle Measurement

AI & LLM Products: LLM & NLP Feature Design, Prompt & Taxonomy Engineering, RAG Knowledge Architecture (chunking, hybrid lexical + semantic retrieval, static-vs-live-tool scope), TF-IDF Term-Weighting, Anthropic & OpenAI APIs, LLM Evaluation & Model Selection (model-as-judge, human adjudication, failure-mode remediation), Bounded & Auditable AI, AI-Assisted Prototyping (Claude Code, Codex, Cursor, Lovable; n8n / Zapier)

Growth, Pricing & GTM: Product-Led Growth (PLG), Trial-to-Freemium Conversion, Pricing & Packaging, Feature Gating, Tiering by Segment, Usage-Based Add-On Billing & Per-Tenant Provisioning, Go-to-Market, Funnel & Activation Analysis, Sales & CS Enablement

Platform, Data & Integrations: SSO, RBAC, Data Governance, Privacy, Residency & Anonymity Controls (GDPR / regional), InfoSec Partnership, Search Vendor Evaluation (Algolia) & Ranking Instrumentation, Source-of-Truth & Lineage Design, Data Pipelines (Redis to ClickHouse), HRIS/HCM & API Integration, GraphQL, SQL

Analytics & Tools: Hotjar, Microsoft Clarity, Pendo, Google Analytics, HubSpot, Tableau, Jira, Confluence, Figma, Postman

Languages: English (Professional), Hindi (Native), Assamese (Native), Bengali (Native)

EDUCATION

Balaji Institute of Telecom & Management, Pune | MBA/PGDM, Marketing & Business Analytics (2017 – 2019)

Gauhati University, Guwahati | B.E., Electronics & Telecommunication Engineering (2011 – 2015)

AWARDS & CERTIFICATIONS

Make a Difference Award, Vantage Circle – the organization's highest annual award, for introducing and scaling AI-assisted prototyping company-wide

CSPO, Scrum Alliance · Enterprise Design Thinking Practitioner, IBM · Product Analytics, Pendo · **In progress (2026):** AI Evaluations for AI PMs; Agentic AI Solution Design Patterns