SANJIB DEKA

PRODUCT MANAGER | AI / GENAI | B2B SAAS | MARKETPLACES & ENTERPRISE PLATFORMS

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PROFESSIONAL SUMMARY

Product Manager with 6+ years of product management and product development experience and 13+ years of overall customer-facing and commercial experience. Builds and scales AI-enabled platforms, B2B SaaS products, enterprise marketplaces and workflow solutions, with earlier experience shaping connected automotive products. Experienced across customer discovery, product strategy, roadmaps, requirements, prioritisation, cross-functional delivery, go-to-market, experimentation and product analytics. Combines hands-on product execution with commercial judgement and a focus on measurable customer and business outcomes.

PROFESSIONAL EXPERIENCE

Product Manager - Direct Sourcing – HEADFIRST GROUP *May 2025 – Oct 2026 | Bengaluru, India*

- Owned product strategy, roadmap and KPI framework for an AI-enabled Direct Sourcing platform serving ~30,000 talents and 11 enterprise clients across 5 markets, supporting ~€9M/year revenue; aligned Engineering, Design and QA around delivery priorities.
- Launched the core platform from 0-to-1 in 6 weeks, delivering recruiter, hiring-manager and talent workflows; supported the migration of four legacy clients to the new experience.
- Launched AI-enabled search, matching and workflow automation that surfaced relevant candidates in ~10 seconds at 90%+ precision on a production evaluation of over 1,000 candidate matches across four weeks, validated by recruiters; used CV/JD extraction, vector search, taxonomy-based normalisation, structured outputs, guardrails and human QA.
- Redesigned discovery, application and onboarding journeys, reducing talent onboarding time by ~30%, job-posting effort by ~80% and application-to-hiring time by ~80%; used SQL to diagnose the ~55% account-creation drop-off and improved onboarding completion by ~40% (from ~45% to ~65%) within three weeks.
- Automated supplier onboarding and back-office workflows, cutting supplier onboarding cycle time from ~15-20 days to ~3 days and VAT parameter-change lead time from ~48 hours to ≤10 minutes with 99%+ invoice-generation accuracy across ~500 monthly invoices; defined integration requirements across ATS, VMS, job distribution, SSO, APIs and webhooks.
- Contributed to Ben AI, an internal AI companion connected to company knowledge sources and design systems; introduced confidence scoring and hallucination guardrails, while quality and cost testing reduced API/token costs by ~20%.
- Streamlined document workflows for invoices, timesheets and compliance records by defining templates, versioning, role-based access, bulk downloads, email distribution and scheduled reporting; partnered on enterprise discovery, demos and RFPs contributing to WTW and Bayer wins representing ~US$1.8M combined annual revenue.

Lead - Product Management & BizOps – OPENTALENT *Oct 2021 – Jun 2025 | Amsterdam / Bengaluru*

- Led product and business operations across B2B SaaS and marketplace products in a 40,000+ user ecosystem and 6,000+ recruiter network, across Europe and the US.
- Scaled OpenTalent Premium through pricing, packaging and UX experiments to ~2,000 paid talent users and ~€10K MRR within ~14 months of launch, contributing to ~€50K combined talent-side MRR across ~€10K from OpenTalent Premium for talents and ~€40K from OpenTalent Recruiters for independent recruiters.
- Identified recruiter workflow gaps and launched a SaaS MVP for talent pools, job posting and automated matching in ~1 month; acquired 500+ freelance recruiters within eight months, with the network later reaching ~800.
- Launched AI Search & Match using vector search and evaluation, improving matching effectiveness by ~40%, achieving 85%+ precision and reducing candidate identification-to-proposal time by ~70% for a key enterprise client.
- Ran customer research, behavioural analysis and funnel experiments that increased MAU/repeat logins by ~25% in three months; generated 2,000+ referrals and 50+ successful placements through referral initiatives.
- Expanded visible job inventory from ~8-10 to ~4,000+ through an external jobs API; acquired 16 retail and two enterprise accounts, generating ~€1.2M SaaS revenue and achieving 2x of the Year 2 talent-side MRR target (€50K vs €25K).
- Shaped enterprise solutions with Engineering, Sales and leadership through discovery, product demonstrations, scope and pricing decisions; contributed to the Novartis Direct Sourcing RFP advancing to the second round.

Manager - Product Management & Business Development – MEETOPTICS *Jul 2021 – Sep 2021 | Barcelona, Spain*

- Designed and launched the first version of an e-commerce platform for optics and photonics, defining supplier and consumer experiences.
- Implemented Elasticsearch-powered search and product categorisation, strengthening product discovery across specialist optical and photonics products.
- Won four international key accounts in Q3 2021, expanding the client base by 35% while leading two executives; increased platform user and client interactions by 30% through Facebook and ResearchGate campaigns.

PREVIOUS COMMERCIAL & PRODUCT EXPERIENCE

Country Manager - Sales & Product Development – EICHER TRUCKS & BUSES *Oct 2018 – Sep 2020 | Dhaka, Bangladesh*

- Shaped a connected fleet-management product through customer discovery and MVP validation with three pilot customers operating 500+ vehicles; managed a ~$50M business and 140-person organisation, grew market share from 29% to 35%, and secured a separate 350-truck tender worth ~US$11M.

Channel Sales Manager - Northeast India & Bhutan – EICHER TRUCKS & BUSES *Jan 2016 – Oct 2018 | Guwahati, India*

- Expanded regional channel coverage into six states and increased bus market share from 9% to 16%, selling ~200 buses worth approximately US$4M.

Territory Sales Manager - Passenger Vehicles – TATA MOTORS LIMITED *Dec 2014 – Jan 2016 | Patna, India*

- Managed a ~$10M territory business across eight dealers and 15 sales executives; increased market share from 47% to 51% through dealer development, competitive analysis and customer-focused initiatives.

Area Sales Executive - Packaging Automation – SIGNODE INDIA LIMITED *Aug 2012 – Nov 2014 | Bengaluru, India*

- Grew regional packaging-business revenue to approximately US$250K and increased PepsiCo key-account revenue by ~20%.

EDUCATION

Full-Time MBA, General Management *Sep 2021 – Mar 2022 | Barcelona, Spain*
ESADE Business & Law School

B.Tech., Electrical & Electronics Engineering *Aug 2008 – Jul 2012 | Silchar, India*
National Institute of Technology (NIT) Silchar

Professional Certificate in Product Management *Mar 2026 – Oct 2026 | Hyderabad, India*
Indian School of Business

PRODUCT & TECHNOLOGY SKILLS

Product Management: Product Strategy, Product Discovery, Roadmaps, 0-to-1 Development, PRDs/BRDs, User Stories, Prioritisation, Agile/Scrum, UAT, Product Launch, Product Operations

Growth & Commercialisation: Product Analytics, Funnel Analysis, A/B Testing, Conversion Optimisation, Onboarding, Activation, Engagement, Monetisation, Pricing & Packaging, Go-to-Market

AI, Data & Technology: AI/GenAI Products, LLM Workflows, AI Search & Matching, Vector Search, Embeddings, AI Evaluation, Guardrails, Taxonomy & Normalisation, APIs, Webhooks, ATS/VMS, SSO, SQL

Tools: OpenAI API, Claude, ChatGPT, Gemini, Copilot, Figma, Jira, Confluence, HubSpot, Pendo, Power BI