

# JYOTISHMAN DAS

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## SUMMARY

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Product Manager with 7+ years building B2B SaaS and HR-tech platforms. Currently the sole PM for Vantage Pulse at Vantage Circle, an employee engagement and automation platform, owning end-to-end product strategy, roadmap, and 0-to-1 delivery. Took the product from a dormant, unresearched add-on to a standalone technical product with active paid adoption, driving conception-to-launch cycles across multiple feature lines. Works natively with AI: uses AI-assisted prototyping (Claude Code, Codex, Cursor) with direct production codebase access to compress design-to-dev cycles from weeks to days, and scopes AI/ML and NLP-powered features (sentiment analysis, LLM-driven summarization, an AI reply assistant) with engineering and data teams. Earlier served as the business-technical bridge on an enterprise emotion-AI platform, translating business objectives into ML model requirements.

## EXPERIENCE

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### Product Manager, Vantage Circle

Jan 2023 - Present

*Vantage Pulse: B2B SaaS employee engagement & automation platform, New Delhi*

- Own end-to-end product strategy, backlog, and roadmap for Vantage Pulse; drove the 0-to-1 reconception of a dormant, unresearched product into a standalone technical product with active paid adoption across 60+ enterprise clients (from ~30% utilization across ~200 previously bundled accounts).
- Defined and shipped a suite of new capabilities from conception to launch, including automated lifecycle surveys (new-hire milestones, tenure-based, exit), kiosk/QR survey access for employees without email IDs, and ad hoc pulses, replacing a fully manual, ad hoc survey cadence.
- Pioneered AI-driven prototyping using Claude Code and Codex directly in the production Angular codebase, partnering with frontend engineers to deploy feature redesigns live within 2-3 days and compress design-to-dev cycles from weeks to days.
- Scoped and shaped AI/ML and NLP-powered features for employee feedback: personally authored the sentiment-classification prompts and defined the category/theme taxonomy, partnering with engineering and data teams to build the pipeline and an AI Assistant that generates context-aware reply suggestions for HR admins.
- Led product ownership of an AI-powered HR chatbot combining a knowledge base with LLM-driven responses, defining requirements and collaborating with engineers and data scientists through build and launch.
- Used Hotjar funnel and heatmap analysis to identify navigation drop-off points, informing a redesign that simplified core survey and reporting flows for HR admins and people-operations users.
- Lead Agile ceremonies for a cross-functional delivery squad across engineering, design, and QA, with a clearer Definition of Done; report directly to the co-founder as sole PM for the product.
- Run quarterly roadmap reviews and executive demos with product, sales, and CS leadership; serve as primary Voice of Customer conduit aggregating support tickets and feedback to prioritize the roadmap.
- Owned discovery and delivery of Vantage Pulse's earliest feature pilots (from January 2023): defined PRDs, ran user research, and shipped MVPs to validate the roadmap bets that grew into the product above.

### Associate Consultant, Nihilent

Jan 2019 - Dec 2022

*Enterprise digital transformation engagements, Pune*

- Acted as Product Owner proxy across enterprise digital transformation engagements, including a Contract Management System for a major South African entertainment company and a Portfolio Management Service for one of India's largest asset managers; managed backlog, user stories, and sprint delivery with offshore development teams.
- Managed 5+ concurrent client programs across India, South Africa, and the US in a matrixed global organization.
- Served as the first dedicated business-analyst bridge on EmoScape, a real-time emotion-AI platform, translating business objectives into ML model requirements and success criteria for engineering (see Projects).
- Translated complex stakeholder requirements into structured PRDs, BRDs, and FSDs; on a high-net-worth portfolio engagement, drove requirement-gathering designed to get specifications right in a single stakeholder pass given limited client access.
- Led Design Thinking discovery workshops with banking-sector clients, uncovering that assumed causes of customer attrition differed from the actual underlying issues; tracked resulting service improvements via CSAT/NPS.
- Ran structured A/B testing across web-interface variants for client-facing applications; used basic SQL queries and market research to support usage analysis and backlog prioritization.
- Trained 100+ client employees in Design Thinking and Agile principles across banking and financial services teams.

## PROJECTS

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### EmoScape: Real-Time Emotion-AI Platform for AdTech (Nihilent)

2020 - 2022

- Served as AI Product Bridge between founder/executive vision and the ML engineering team, translating business objectives into model requirements, signal taxonomies, and success criteria for a system processing 75+ real-time behavioral signals.
- Defined target verticals (advertising pre-testing, healthcare emotional assessment, sports performance analytics) and aligned technical prediction targets with interpretable, advertiser-facing insights rather than raw model scores.

## SKILLS

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**Product:** Product Strategy, Roadmap Ownership, 0-to-1 Delivery, PRD/BRD/FSD Authoring, Backlog Prioritization, Agile/Scrum, Voice of Customer, Design Thinking, Go-to-Market

**AI & Tools:** AI-Assisted Prototyping (Claude Code, Codex, Cursor), LLM & NLP Feature Scoping, Prompt Engineering, Jira, Confluence, Figma, Notion, Postman

**Analytics (current):** Hotjar (funnel & heatmap analysis), HubSpot, basic SQL, Google Analytics and Pendo (light usage)

**Analytics (Nihilent, 2019-22):** A/B Testing, Tableau, structured user research and Design Thinking facilitation

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

## EDUCATION

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

Gauhati University, Guwahati, B.E. in Electronics & Telecommunication Engineering (2011-2015)

## CERTIFICATIONS

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Certified Scrum Product Owner (CSPO), Scrum Alliance | Enterprise Design Thinking Practitioner, IBM | Product Analytics Certification, Pendo | Technology for Product Managers, LinkedIn Learning