

ASHUTOSH SUMAN

Product Management | AI Products · B2B SaaS · Experimentation & Growth

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PROFESSIONAL SUMMARY

Product professional with 8+ years across B2B SaaS, consulting, and two founded ventures. Own the UX and web-experience charter at a B2B industrial-AI company (officially titled Software Engineer), running A/B tests and behavioural analytics at the top of the B2B lead funnel. Build AI products end-to-end using AI-assisted development, and decide from customer signal over internal opinion.

PRODUCT MANAGEMENT SKILLS

Product: A/B testing & experiment design, CRO, customer discovery, funnel analysis, PRDs, user stories & acceptance criteria, prioritisation & trade-offs, stakeholder alignment

Data & Tools: GA4, Zoho PageSense (A/B + heatmaps), SEMrush, Search Console, Zoho CRM, ZoomInfo, Jira

AI & Build: LLM product design, responsible-AI guardrails, LangChain, LangGraph, RAG, prompt & JSON-schema design, n8n, Supabase/Postgres, React (AI-assisted development)

PROFESSIONAL EXPERIENCE

Detect Technologies (B2B Industrial-AI SaaS) — *Software Engineer, functioning as Product Lead* — UX & Web Experience | 08/2023 - Present | Pune

- Own the UX and web-experience charter for the corporate site — top of the B2B lead funnel; shipped two full site versions (~30-40 pages) with sales, marketing, engineering and leadership.
- Designed an A/B test on a safety product page against Google Ads traffic, isolating CTA placement as the single variable (~1,500 visitors per variant); **conversion moved 9.8% → 14.2%** and the winning variant shipped.
- Ran buyer discovery for an industrial surveillance product; ABM survey returned <1% response, so triangulated GA4, PageSense, heatmaps and SEMrush — surfaced demand running **~17% toward workplace safety vs ~3% toward security**, and rebuilt the content pipeline and lead journey to qualify industrial intent.
- Grew **website-sourced leads ~28% year-over-year** (GA4) over the period I owned site CRO.

Mint Tree — *Digital Product & Growth Consultant* | 08/2021 - 07/2023 | Pune

- Designed and launched web and product experiences for **20+ enterprise and e-commerce clients**, aligning funnel strategy with business goals.
- Diagnosed a D2C conversion problem through behavioural analytics — the purchase path forced buyers back to a single shop page; shipped a persistent site-wide ordering entry point (client reported ~10% purchase improvement).
- Contributed to an ERP workflow for a supply-chain client across sales, shipping, accounts and engineering, giving each function a real-time shared view of order status and shipping updates.

Uniquet (EdTech) — *Co-Founder* | 04/2018 - 03/2020 | Pune

- Approached **40-50 institutions**; diagnosed that buyers weren't sceptical of the programme but of the demand, and inverted the motion — ran free student workshops first, then approached institutions carrying demand data as evidence.
- Reached 3,000+ students across 10+ institutions through workshops; **converted 4-5 institutions into signed tie-ups** (~1 in 10 approached) before COVID closures ended the channel.

PRODUCT WORK

DhanDost — **AI Personal-Finance Decision Coach** (0→1, sole product owner) | React, Supabase, OpenAI | ashutoshsuman.dev/dhandost

- Architected a hard boundary between model and money: the **LLM proposes strategy in words while deterministic TypeScript computes every rupee shown** — removing hallucinated figures as a failure mode structurally, not probabilistically.
- Enforced a code-level layer stripping named financial products from output, keeping the product on the right side of India's advisory boundary.
- Designed the Three Paths pattern (Safer/Balanced/Bolder) — costed strategies with trade-offs named; built layered transaction categorisation reserving the LLM for genuine ambiguity.

Campus Connect — **AI Study-Group Matcher** (certification project) | PRD + working prototype

- Wrote a full PRD — persona, user stories with acceptance criteria, user flow, technical requirements and AARRR launch KPIs; scoped the MVP to matching alone and chose rule-based matching ahead of ML.

EDUCATION

Vishlesan i-HUB, IIT Patna — Product Management & Agentic AI | 8.66 CGPA | 2025 - 2026

XLRI Jamshedpur — Executive Programme in Digital Marketing | **Savitribai Phule Pune University** — B.E. in Electronics Engineering

CERTIFICATIONS & RECOGNITION

- Microsoft Certified: AI Applications & Automation Developer | Generative AI Mastermind (Outskill) — certificates viewable via links
- Selected in the **top 8**, Talentathon — Recykal x Helpshift adoption challenge
- Speaker, WordCamp Pune 2026; invited speaker, WordCamp Asia 2026 — AI-powered WordPress workflows