

ASHUTOSH SUMAN

Product Management | Growth · Martech · AI Products

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PROFESSIONAL SUMMARY

Product professional with 8+ years across B2B SaaS, consulting and two founded ed-tech ventures. For 3 years I owned the UX and web-experience charter at a B2B industrial-AI company (official title: Software Engineer): the top of the B2B lead funnel, its analytics, CRM lead routing and security compliance. I build AI products end to end with AI-assisted development, most recently placing 3rd of 15+ teams, solo, in a four-hour AI build championship. I decide from customer signal over internal opinion.

SKILLS

Product: customer discovery and user interviews, funnel analysis and CRO, A/B testing, PRDs, user stories and acceptance criteria, MVP scoping and trade-offs, prioritisation, stakeholder alignment

Data & tools: GA4, Google Tag Manager, Search Console, Zoho PageSense (A/B tests, heatmaps), SEMrush, Zoho CRM, Jira; security scanning (HostedScan, OWASP ZAP, CyberVadis)

AI & build: LLM product design, prompt and JSON-schema design, fallback and reliability design for AI features, responsible-AI guardrails, Lovable, React, N8N, Claude code, Supabase (Postgres, edge functions, row-level security), SQL basics, open-weights models via Groq, WordPress/WooCommerce

PROFESSIONAL EXPERIENCE

Detect Technologies (B2B industrial-AI SaaS) — Software Engineer (Web & Growth) 08/2023 – Present | Pune
Owned the UX and web-experience charter for the corporate website.

- Owned the top of the B2B lead funnel; shipped two full site versions (~30–40 pages) working with sales, marketing, engineering and leadership.
- Ran buyer discovery for an industrial surveillance product. When an ABM survey returned <1% response, 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.
- Set up GA4 conversion events, GTM and PageSense goals; ran landing-page A/B tests; routed APAC leads into Zoho CRM. Website-sourced leads grew ~28% year-over-year (GA4) while I owned site CRO.
- Led security remediation across three scanners (HostedScan, OWASP ZAP, CyberVadis) and produced the reconciliation report that resolved conflicting findings for vendor-risk review.

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

- Designed and launched websites and product experiences for 20+ clients, including e-commerce brands, from requirements to launch.
- 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 spanning sales, order management, accounts and shipping, giving each function a shared real-time view of order status.

Skillsnary (EdTech) — Co-Founder & CEO 08/2020 – 08/2021 | Pune

- Built a WordPress LMS and owned the business plan and marketing; 100+ free sign-ups in the first month.
- Secured an institutional tie-up and led its blogging and communication course; validated demand with offline surveys before building.

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

- Approached 40–50 institutions for partnerships. Diagnosed that buyers doubted student demand, not the programme, and inverted the motion: ran free student workshops first, then approached institutions with demand data as evidence.
- Reached 3,000+ students across 10+ institutions; converted 4–5 institutions into signed tie-ups (~1 in 10 approached) before COVID closures ended the channel.

PRODUCT WORK

Interview Cracker — AI mock interviewer from a pasted JD (solo, 4-hour build) [Live](#) · [Case study](#)

- Placed 3rd of 15+ teams at the I Build It With AI Championship (Bengaluru, 09/2026), competing solo against teams of up to three.
- Scoped to one flow and shipped it end to end: JD → five questions, each traceable to a JD line → an on-screen interviewer that reacts with full-conversation context → a debrief that quotes the candidate verbatim, names the failure and rewrites using only their own words.
- Designed a never-fail AI path (retry → 25 s timeout → labelled fallback) that absorbed two live failures during the build with zero user-facing breakage; logged every cut (video avatar, database, auth) with its trade-off in a public decision file.

DhanDost — AI personal-finance decision coach (0→1, sole product owner)

[Live](#) · [Case study](#)

- Drew a hard boundary between model and money: the LLM proposes strategy in words, deterministic code computes every rupee shown, and a code-level filter strips named financial products to stay clear of regulated advice.
- Designed the Three Paths pattern (Safer / Balanced / Bolder) with trade-offs named, and layered transaction categorisation that reserves the LLM for genuine ambiguity.
- Audited the product after demo users raised data-privacy concerns: removed third-party tracking that shared user names, verified row-level data isolation, and rebuilt usage analytics to stay first-party, recording no financial values.
- Running structured discovery interviews with salaried professionals (3 of 10 completed) to validate the problem before building further.

Campus Connect — AI study-group matcher (certification project): full PRD (persona, user stories with acceptance criteria, flow, AARRR KPIs) plus a working prototype; scoped the MVP to matching alone and chose rule-based matching ahead of ML.

EDUCATION

Vishlesan i-HUB, IIT Patna (via Masai) — 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

RECOGNITION & LEARNING

- Top 8, Talentathon: Recykal × Helpshift adoption challenge
- Speaker, WordCamp Pune 2026; invited speaker, WordCamp Asia 2026 (AI-powered WordPress workflows)
- Microsoft: completed challenge project, Build Applications and Automation Solutions | Generative AI Mastermind (Outskill)