ASHUTOSH SUMAN

Product Owner / Product Manager | Roadmap to Release · E-commerce & D2C · B2B SaaS · AI Prototyping

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PROFESSIONAL SUMMARY

Product owner with 8+ years taking digital products from requirement to release across B2B SaaS, e-commerce and D2C client work, and two founded ventures. For 3 years I owned the web-experience charter at a **B2B industrial-AI company** (official title: Software Engineer): where I set priorities, wrote user stories with acceptance criteria, and shipped two full site versions in collaboration with sales, marketing and engineering. Before that I took **20+** client products from requirements to launch, including **e-commerce** and D2C builds. I diagnose the problem before specifying a solution, and I also **prototype** ideas myself with **AI tools** so teams can react to something real.

SKILLS

Product delivery: roadmap and feature prioritisation, PRDs and user stories with edge cases and acceptance criteria (Given/When/Then), backlog management in Jira, release planning, MVP scoping and build/defer/cut decisions, stakeholder alignment across business and engineering

Product discovery & AI: customer discovery interviews, funnel and conversion analysis, A/B tests; working prototypes with Lovable, React, Supabase and Claude Code; LLM evals

Data & tools: GA4, Google Tag Manager, Zoho PageSense (A/B tests, heatmaps), Search Console, SEMrush, Zoho CRM, Jira, SQL basics

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, the first touchpoint for industrial enterprise buyers.

- When an ABM survey returned <1% response, triangulated GA4, PageSense, heatmaps and SEMrush, then found buyer interest running about **17%** toward workplace safety vs about **3%** toward security, and hence separated industrial buyers from consumer traffic and recommended leading with safety.
- Owned the top of the B2B lead funnel, and shipped two full site versions (**30-40 pages**) working with sales, marketing, engineering and leadership. I also set up GA4 conversion events and ran landing-page A/B tests. Website-sourced leads grew **28%** year-over-year (GA4) while I owned site CRO.
- Prioritised the site's change requests from sales and marketing and turned them into scoped tickets. When US sales users reported missing leads, traced and fixed the CRM capture issue and verified that leads were landing correctly.
- Also led security remediation across three scanners and reconciled their conflicting findings for a vendor-risk review.

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

- Took **20+** client products from requirements to launch, including e-commerce and D2C sites.
- Diagnosed a D2C conversion drop-off (buyers forced back to a single shop page to order) and 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 one real-time view of order status.

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

- Owned product and business: built the LMS and recorded courses over 6-7 months and launched with **100+** sign-ups to a free course.

Uniquest (EdTech) - Co-Founder 04/2018 - 03/2020 | Pune

- Surveyed 1,000 students before building, discovered that institutions doubted student demand, and hence inverted the sale workflow: free student workshops first, then institutions with demand data. Reached **3,000+** students across **10+** institutions and signed **₹70 lakh** in contracts with 5 institutions.

AI PRODUCTS BUILT (SOLO)

Interview Cracker - AI mock interviewer from a pasted JD (4-hour build) Live · Case study . Loom Walkthrough

- 3rd of 15+ teams, competing solo, at the I Build It With AI Championship (Bengaluru, 09/2026). Scoped hard under a 4-hour limit: logged every build/defer/cut decision (video avatar, database, login) with its trade-off, and shipped a fallback path that absorbed two live failures with zero user-facing breakage.

DhanDost - AI coach for surprise income and expense decisions (0->1, sole owner) Live · Case study . Loom Walkthrough

- Built end to end with a hard line between model and money: the **LLM proposes strategy**, and the deterministic code computes every rupee; ran discovery interviews with a pre-set kill criterion before building further.

AI Integration Builder - concept prototype: AI turns API docs into safe, read-only SaaS connectors Live . Case study . Loom Walkthrough

- Preferred one reviewed engine over AI-written code per app; tested 3 models across 18 runs with 0 critical safety failures, and cut cost per draft from **$0.42 to $0.19**.

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. Electronics

Recognition: Top 8, Talentathon (Recykal × Helpshift adoption challenge) | Speaker, WordCamp Pune 2026