

SANJIB DEKA

PRODUCT MANAGER | AI / GENAI | PLATFORM & MARKETPLACE PRODUCTS | B2B / B2B2C

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PROFILE

Product Manager with 5+ years of product management and product development experience across AI-enabled platforms, B2B SaaS and marketplaces, backed by 14 years of customer-facing and commercial experience. I take products from customer discovery and 0→1 development through strategy, roadmap, experimentation, launch and monetisation, and I am strongest at turning complex customer and business problems into scalable product capabilities with engineering, design, AI/data and enterprise stakeholders. Case studies and clickable prototypes: sanjibdeka.com.

CORE PRODUCT CAPABILITIES

Product Strategy & 0→1: Product vision, roadmaps, discovery, MVP definition, PRDs/BRDs, prioritisation, launch

AI / Data Products: LLM workflows, AI matching, vector search, skill extraction, taxonomy, evaluation, guardrails, human-in-the-loop QA

Platform & Enterprise: Configurable workflows, APIs, ATS/VMS integrations, SSO, job distribution, data mapping

Growth & Monetisation: Onboarding, funnel analysis, A/B testing, pricing and packaging, freemium, subscriptions, MRR

Customer & UX: Customer interviews, journey mapping, prototyping, usability validation

Commercial: Enterprise discovery, stakeholder management, GTM, market expansion, key accounts, P&L

EXPERIENCE

Product Manager, Direct Sourcing | HeadFirst Group

May 2025 - Present | Bengaluru, India

- Own vision, roadmap, discovery, PRDs and KPIs for an AI-enabled Direct Sourcing platform with **~30,000 talents** and **11 enterprise clients** across **5 markets**, supporting a **~€9M** Direct Sourcing business line.
- Turned existing technology into the Direct Sourcing product and launched it in **6 weeks**; migrated **4 legacy clients** after the OpenTalent acquisition.
- Made configuration over customisation the core product decision: one stage framework every client configures, so new clients launch without custom code.
- Found a **~55%** account-creation drop-off through funnel analysis; the onboarding redesign and experiments lifted completion **~40%** and cut onboarding time **~30%**.
- Led AI quality for CV/JD skill extraction and normalisation (controlled taxonomy, output schemas, evidence-based extraction, guardrails, human QA); relevant matches in **~10 seconds** at **90%+** precision.
- Cut job-posting effort **~80%** and application-to-hire time **~80%**; redesigned supplier onboarding from **15-20 days** to **~3**; **~\$400K** annual technology savings.
- Lead delivery with 6 engineers, 2 designers and 1 QA across Europe and the US.

Lead - Product Management & BizOps | OpenTalent (acquired by HeadFirst Group)

Oct 2021 - Jun 2025 | Amsterdam, Netherlands / Bengaluru, India

- Built paid products on both sides of a marketplace with **40,000+ users** and **6,000+ recruiters**, working directly with the founder.
- Launched a freemium talent subscription priced by testing three price points: **~2,000 paid users**, **~€10K MRR**.
- Launched a recruiter marketplace MVP in **~1 month** and ran six iterations: **~800 recruiters**, **~€40K MRR**.
- Led AI Search & Match from a build-or-buy decision to launch: **~40%** better matching and **~70%** faster identification-to-proposal for a key enterprise client.
- Referral A/B test: the €1,000 reward drove **~60%** more referrals and **3.1x** interview selection; 2,000+ referrals and 50+ placements overall.

- Delivered **2x** the Year 2 MRR target (€50K vs €25K); supported a **~€1.5M** pre-seed round and the acquisition by HeadFirst Group.

Country Manager, Sales & Product Development | Eicher Trucks & Buses (VECV)

2018 - 2020 | Bangladesh

- Shaped a connected fleet-management product from fleet-owner interviews; MVP piloted with **3 fleets of 500+ vehicles** each.
- Ran a **140-person** organisation across two distributor networks: **~\$50M** a year, market share **29% to 35%**, key-account revenue **\$11M to \$15M**.

Channel Sales Manager, Northeast & Bhutan | Eicher Trucks & Buses (VECV)

2016 - 2018 | India

- Bus market share **9% to 16%**; expanded into **6 states**.

Territory Sales Manager | Tata Motors

2014 - 2016 | India

- **~\$10M** a year across 8 dealers; market share **47% to 51%**.

Area Sales Executive | Signode India

2012 - 2014 | India

- Regional revenue up **28%**; PepsiCo account up **~20%**.

EDUCATION

- ESADE Business & Law School, Spain: Full-Time MBA, General Management | 2020 - 2022
- National Institute of Technology Silchar: B.Tech., Electrical & Electronics Engineering | 2008 - 2012
- Indian School of Business: Professional Certificate in Product Management | expected Oct 2026

CERTIFICATIONS

- Six Sigma Yellow Belt
- Python for Everybody, University of Michigan

TOOLS

AI: Claude, ChatGPT, OpenAI API, Gemini, Copilot

Data: SQL, Python, Power BI, Tableau, Databricks

Product: Figma, Jira, Confluence, HubSpot, Pendo

Integrations: SAP Fieldglass, Broadbean, Joveo, Auth0