

Atinav Bajaj

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PROFESSIONAL SUMMARY

- **Senior Product Manager / Technical Product Manager** with 8+ years building scalable enterprise SaaS, workflow automation, and e-commerce feed management products.
- Experienced in translating customer feedback, support signals, and product analytics into roadmap strategy, crisp requirements, and measurable launches.
- Strong track record partnering with engineering on technical tradeoffs across deployment workflows, reusable configuration systems, identity/workflow unification, and AI-assisted product-data capabilities.
- Hands-on ownership of roadmaps, onboarding, CSAT, operational efficiency, and platform-scale outcomes.

CORE SKILLS

Product Management: Product Strategy, Product Vision, Roadmap Planning, Product Lifecycle Management, Prioritization, MVP Scope, Market Research, Competitor Analysis, Customer Discovery

Requirements & Execution: PRDs, Functional Specs, User Stories, Acceptance Criteria, Business Requirements, Backlog Management, Sprint Planning, Backlog Grooming, Release Management

Enterprise Collaboration: Engineering, design, QA, GTM, leadership communication, C-level alignment, matrixed execution

Domain: B2B SaaS, Web Platforms, APIs, API Integrations, Workflow Automation, Platform Configuration, Scalable Technical Solutions, Digital Product Development

Analytics & Quality Signals: KPI Ownership, Product Analytics, Adoption Metrics, Activation, Experimentation, Heap, SQL, Pendo

Tools & Practices: Jira, Confluence, Figma, Claude Code, Lovable, Git, Claude

SENIOR PRODUCT MANAGER | CELIGO

Enterprise iPaaS and automation platform for integrations, workflow orchestration, and lifecycle management

Jul 2025 - Mar 2026

- Reduced automation setup time by 50% by launching Managed File Storage, a reusable file layer that simplified flow-to-flow staging, onboarding, and file-dependent automation workflows for enterprise accounts.
- Reduced unnecessary duplicate resource creation by redesigning cloning, workflow reuse, and dependency-management rules so users could choose when to create new resources versus reuse existing ones.
- Owned the multi-quarter roadmap for developer-style deployment workflows by prioritizing customer pain points, technical dependencies, and release sequencing across clone, pull, merge, revision, and non-production deployment use cases.
- Accelerated activation for new automation users by creating hands-on onboarding labs and deployment best-practice guides that translated complex platform workflows into repeatable implementation patterns.

SENIOR PRODUCT MANAGER | PRODUCTSUP

Enterprise product feed management and commerce data syndication SaaS operating at global catalog scale

May 2021 - Jul 2025

- **Reduced enterprise implementation time by 83% from 12 hours to 2 hours per workflow** (validated by implementation teams) by redesigning reusable configuration workflows and AI-assisted mapping patterns across core systems processing ~2T SKUs monthly across 2,500+ channels.
- **Generated \$100K ARR in early monetization** by launching E-Catalog from 0-to-1, defining product scope, customer value proposition, and GTM path for a new customer-facing data-access tool.

- **Drove 40% adoption in three months** for a rule-based workflow system by simplifying configuration patterns and partnering with GTM/support teams on rollout.
- **Reduced ownership/debugging queries by 90%** by launching version-controlled publishing and activity logs that gave teams clear visibility into who changed what, when, and where.
- Led post-acquisition platform unification across identity and workflow systems, aligning 3 PMs, 14 engineers, and C-level stakeholders on roadmap scope, dependencies, and sequencing.
- Scaled product analytics practices with Heap by defining event-tracking standards, advising teams on measurement plans, and training designers/PMs to use data in product decisions.
- Built the first AI data service for product-data optimization by mentoring an intern PM and defining a bring-your-own-model workflow that allowed users to connect LLMs to improve product titles and descriptions

PRODUCT MANAGER | TECHOLUTION

Product consulting and SaaS incubation environment focused on enterprise technology products

Oct 2019 - Apr 2021

- Scaled cypris.ai from pre-revenue concept to \$40K+ ARR by defining the product scope, prioritizing early customer needs, and building repeatable research workflows.
- Improved delivery predictability in an ambiguous 0-to-1 product environment by introducing structured prioritization, clearer requirements, and sprint/release planning mechanisms.
- Streamlined research and data-ingestion workflows by converting manual steps into repeatable processes, improving throughput and consistency for users.

ASSOCIATE PRODUCT SPECIALIST | FACTSET

Financial data, analytics, and wealth management platform serving institutional investment users

Sep 2018 - Sep 2019

- Product owner for Factset's wealth management solutions with personas such as Hedge funds, sovereign funds, and family offices.
- Drove a strategic product migration to the cloud platform, successfully reducing operational costs associated with maintaining two similar legacy products.
- Spearheaded critical system reliability improvements for the research management platform, managing releases that accelerated data retrieval speed by 10x–100x.
- Improved system stability by championing the long-overdue initiative to increase code coverage from 60% to 80%, acting as a shield for the development team to ensure focus and delivery.

TECHNICAL SUPPORT ASSOCIATE | IBM INDIA

Enterprise technical support and service operations environment

Sep 2014 - May 2016

- Redesigned support processes to reduce average call handling time by approximately 50%, earning Service Excellence recognition for efficiency and customer handling quality.

EDUCATION & CERTIFICATIONS

MBA, Narsee Monjee Institute of Management Studies (2018)

B.Tech, Amrita School of Engineering (2014)