

NITESH ROY

Product Manager & GTM Leader | B2B SaaS & Consumer | IBM · Cisco · Solix | MBA NMIMS | RGIPT (IIT-JEE)

10+ Years Experience | 8+ Years Product & GTM | Bengaluru, India

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SUMMARY

PM and GTM leader with 8+ years across Product, Revenue, and Growth — IBM, Solix, and Cisco. Rare combination of hands-on product management and go-to-market execution — from roadmap to revenue. Proven in 0→1 builds, experimentation, customer discovery, and GTM strategy across B2B SaaS. Targeting Senior PM roles at B2B companies where deep customer understanding, product thinking, and growth execution come together.

WORK EXPERIENCE

Product Manager | IBM Software Labs | Bengaluru | Oct 2023 – Present

- Owned end-to-end product vision and roadmap for an enterprise analytics platform, balancing short-term customer needs with long-term strategic goals.
- Drove **11% YoY revenue growth** by onboarding **15 enterprise customers** through targeted positioning and capability alignment.
- Launched AI/ML and GenAI-powered capabilities improving **workflow efficiency by 30%** — enabling enterprise teams to make faster, higher-confidence decisions from large-scale data.
- Reduced **platform false positives by 40%**, increasing customer trust, adoption, and retention across enterprise accounts.
- Defined success metrics (adoption, accuracy, retention) and rigorously tracked post-launch performance to drive continuous improvement.
- **Deep customer discovery** — translated insights into clear PRDs and well-scoped user stories.
- **Revamped end-to-end product UX** across all surfaces — information architecture to visual layout — eliminating key friction points and improving usability.
- Drove enterprise adoption through executive demos and customer advisory engagement — influencing decisions without direct authority.

Product Manager, Product Marketing Manager | Solix Softech | Bengaluru | May 2022 – Sep 2023

- Owned roadmap for a B2B SaaS platform, scaling adoption from **0 to 500+ users** by prioritising features that reduced operational overhead and improved workflows at scale.
- Translated customer research and fit-gap analysis into a prioritised backlog; delivered high-impact features in agile partnership with engineering and design.
- Designed workflow automation and metadata templating — reducing friction in enterprise data operations and improving adoption.
- **Led A/B testing and funnel analytics** program delivering **191% traffic growth** and improved acquisition conversion.
- Drove **25% MQL pipeline growth** through **data-driven GTM strategy**, linking product decisions to revenue outcomes.
- Partnered with sales and marketing on competitive positioning — bridging product and revenue goals.

Account Manager – Products & GTM | Cisco Systems | Mumbai | Jul 2018 – Apr 2022

- Drove account penetration from **8% to 50%**, achieving **142% of revenue target in FY21** through **strategic GTM planning** and cross-functional alignment.
- Managed complex enterprise relationships across buying committees — building skills in influence, discovery, and value-based engagement.
- Developed practitioner-level expertise in enterprise revenue workflows — managing pipeline, forecasting, and account health in Salesforce CRM.

Engineer | BPCL | Kochi | Sep 2012 – May 2015

- Optimised supply chain operations and managed crude accounting in SAP; reduced monthly P&L variance through process improvements and cross-functional coordination.

PROJECTS

- **0→1 B2C FoodTech App**: Led end-to-end concept — user research, persona definition, journey mapping, wireframes, prototypes, PRD, roadmap, GTM strategy. Portfolio: niteshroypm.com
- **PURA — Full-Stack D2C Consumer Brand**: Built end-to-end using Claude as AI coding agent — product strategy, design, and consumer UX from scratch. pura-d2-c-website.vercel.app
- **Built ContextPM** — an AI-powered knowledge base search tool for PMs that traces decisions across Jira, Slack, and Notion using RAG (retrieval-augmented generation), semantic vector search (ChromaDB), and Claude (LLM) with structured prompt engineering for cited, cross-tool answers; evaluated across 20 queries achieving 80%+ answer relevance and <3% hallucination rate; deployed live at contextpm-nitesh.streamlit.app

EDUCATION

Product Management Certification | Duke Corporate Education, Duke University | Dec 2020 – Jun 2021

MBA (Full Time) | NMIMS, Mumbai | Jun 2016 – Apr 2018

B.Tech | RGIPT (IIT-JEE) | Sep 2008 – May 2012

SKILLS

Product: Product Vision & Strategy | Roadmap Ownership | 0→1 Builds | PRDs & User Stories | Agile/Scrum

GTM & Growth: GTM Strategy | Product Marketing | MQL Pipeline | Funnel Analytics | Channel Optimisation | Competitive Analysis

Experimentation & Data: A/B Testing | Hypothesis Testing | Data-Driven Prioritisation | Google Analytics | Funnel Optimisation

Discovery & Research: Customer Discovery | User Research | Persona Development | Usability Testing | Fit-Gap Analysis

AI & Tech: AI/ML & GenAI Product Management | Salesforce CRM | JIRA | Confluence

Leadership: Cross-Functional Delivery | Stakeholder Management | Influencing Without Authority | Sales Enablement