

## Contact

hithesh412@gmail.com

[www.linkedin.com/in/hiteshbijja-360294194](https://www.linkedin.com/in/hiteshbijja-360294194) (LinkedIn)

## Top Skills

Decision-Making

Risk Management

Go-to-Market Strategy

# Hitesh Bijja

Product@SalesPanda | Building with Ai | IIT (BHU) Varanasi | Ex TransOrg |  
Varanasi, Uttar Pradesh, India

## Summary

Engineer-turned-product manager with a soft spot for human behavior and simple systems.

I like asking “why” one too many times and turning messy problems into products that feel obvious in hindsight.

Most of my work lives in AI-first, early-stage environments, where ambiguity is the norm and speed matters. I prefer prototypes over opinions, learning fast over being right, and clear ownership over busy work.

Always up for conversations around products, psychology, and building things that actually get used.

---

## Experience

SalesPanda

AI Product Manager

January 2025 - November 2025 (11 months)

Delhi, India

Owned the end-to-end product lifecycle (0→1) for an AI-first SaaS, defining roadmaps and execution while leading a 7-member cross-functional team and shipping 5+ AI-driven features (e.g., multi-agent workflows and integrations), improving customer value delivery.

Accelerated product validation and delivery using AI-based prototypes and no-code PoCs, making early feasibility and scope tradeoffs that reduced engineering rework by ~25% and compressed build cycles from 2–3 weeks to 1–1.5 weeks.

Boosted first-week activation and adoption by 25–30% through strategic onboarding, behavioral nudges, and targeted messaging; increased qualified workflow usage across key customer segments.

TransOrg Analytics  
Analyst  
June 2024 - November 2024 (6 months)  
Mumbai, Maharashtra, India

Spardha, IIT (BHU) Varanasi  
Senior Advisor | Spardha'23 ,IIT(BHU) ,Varanasi  
July 2023 - October 2023 (4 months)

Orchestrated planning and execution of Spardha involving nearly 1000 players from 40 colleges.

Developed efficient teamwork and communication, oversaw the management of the 1.2Cr budget, including venue, equipment, and marketing.

7 Classes  
Product Management Intern  
May 2023 - July 2023 (3 months)

Conducted 200+ user analyses based on geographical locations and studied their varied requirements of their region in the InstaPreps app.

Created PRDs with high fidelity wireframes for UI design of website, call history feature & Mock test section.

Deeply analysed the pain points, mapped the user journey of the app and proposed improvements for the same.

Kashiyatra, IIT (BHU) Varanasi  
Manager | Logistics and Operations Team  
September 2022 - April 2023 (8 months)  
Varanasi, Uttar Pradesh, India

Contributed the best in executive logistics and helped in developing productive methods to operate and manage the team for Kashiyatra'21 .

Marketing and Advertising startegies were enhanced to increase the sales of KY merchandise products .

Corizo  
Data Science Intern  
May 2022 - July 2022 (3 months)

Analysed CarDekho car pricing dataset, Used various machine learning models to predict the theoretical price of a used car and later compared the performance of all the algorithms.

Employed data pre-processing techniques on the dataset to achieve the best possible accuracy.

Optimized the accuracy of the algorithms by fine-tuning the hyper-parameters using grid search and random search, Achieved an R-squared value of 0.81.

---

## Education

Indian Institute of Technology (Banaras Hindu University), Varanasi  
Metallurgical Engineering · (July 2019 - May 2024)

VelociITY Junior College

Intermediate, MPC · (June 2017 - March 2019)