

## Professional Identity

**Full Name:** Ayan Barua

**Job Title:** Co-founder, CEO

**Industry Sector:** Technology, Information and Internet (Enterprise SaaS, AI Agent Infrastructure, Developer Tools)

**Company Name:** Ampersand

**Company Size:** Not specified (Seed-funded, \$4.7M in April 2023; team includes former Firebase, Google, AWS engineers; recent acquisition of Revert)

**Years of Experience:** 20+ years in enterprise software

### Career Milestones:

- **Credii (2013–2015):**  
Co-founder, CTO. Built an early crowdsourced review platform for enterprise IT; learned key lessons on market fit.  
*Notable press: Wired coverage (2013).*
- **Siftory (2015–2018):**  
Co-founder, CTO. Built a database of tech stacks and launched a SaaS spend-management product.  
Raised ~\$4M from Founders Fund, Felicis, and others.  
Acquired by G2 in Dec 2018; Siftory Track became G2 Track.
- **G2 (2018–2021):**  
VP of Engineering. Led global engineering teams post-acquisition.  
Integrated Siftory's data into G2's marketplace and launched G2 Track.
- **Sequoia Capital (2021–2025):**  
Scout. Invested in early-stage companies.
- **Ampersand (2022–present):**  
Co-founder, CEO.  
Building real-time, developer-first integration infrastructure for B2B AI agents.  
Seed-funded (\$4.7M, Matrix Partners).  
Acquired Revert in 2025 to expand agent-integration capabilities.

### Professional Bio:

Ayan Barua is a serial entrepreneur and engineer with over two decades of experience in enterprise software. An alumnus of IIT Kharagpur, Ayan has founded and scaled multiple startups focused on SaaS integrations, spend management, and developer tooling. He co-founded Credii, pioneering crowdsourced IT reviews, and Siftory, which was acquired by G2 after rapidly creating the SaaS spend management category. At G2, he led engineering and integrated Siftory's data into a global SaaS marketplace. As CEO of Ampersand, Ayan is now building the connective tissue for agent-driven enterprise workflows, championing deep, real-time integrations and open protocols like

MCP. He is recognized for his visionary yet pragmatic approach, developer-first sensibility, and commitment to empowering builders with transparent, robust infrastructure.

## LinkedIn Profile Analysis

**Follower Count:** 4,473

**Engagement Metrics:** *(Based on recent post data across themes)*

- Average likes per post:  
Ranges from 9 to 70 (most recent high: 70 likes on a major product launch; typical range: 16–37 for event and technical posts)
- Average comments per post:  
Ranges from 0 to 47 (most recent high: 47 comments on a major product launch; typical range: 1–7 for other posts)
- Average shares per post:  
Ranges from 0 to 9 (most recent high: 9 shares on a hiring announcement; typical range: 0–3 for other posts)

**Top Performing Content Pillars:**

1. Platform Feature Releases & Technical Innovations  
(e.g., AI SDK launch, open-sourcing connectors, deep Gong integration)
2. Developer Experience, Team Growth & Culture  
(e.g., hiring announcements, team culture, developer-first narratives)
3. Integration Challenges & Real-Time AI Agent Infrastructure  
(e.g., technical deep-dives, problem-solving frameworks)
4. Community Engagement & Industry Events  
(e.g., event recaps, booth experiences, networking highlights)

## Brand Voice and Style

**Communication Style:**

- Visionary yet pragmatic
- Conversational, direct, and community-focused
- Technical but approachable
- Candid and empathetic
- Playful and personable (uses humor, self-deprecation, and gratitude)

**Sentence Structure Preferences:**

- Mixed:
  - Short, punchy soundbites for insights
  - Moderate-length sentences (average 15–22 words) for technical explanations

- Paragraphs typically 1–4 sentences
- Frequent use of bulleted/numbered lists for clarity

### **Content Format Preferences:**

- Lists (bulleted/numbered) for trends, features, and takeaways (used in 22–75% of posts depending on theme)
- Narrative storytelling, often with a personal or team-focused intro
- Case studies and customer stories
- Framework articles (e.g., “3 steps to prepare your SaaS for AI-agent adoption”)
- Short-form insights and quick tips
- Event recaps and shoutouts

### **Emoji Usage:**

- Sometimes; average 0.44–1.1 per post depending on theme
- Used for playfulness, emphasis, and visual engagement (e.g., 🤖, 😎, ❤️, 🍌, 🚀)
- Emojis appear in 40–80% of posts in community/event themes; less frequent in technical deep-dives

### **Hashtag Usage:**

- Not specified in the provided data

### **Storytelling Approach:**

- Opens with a hook or bold claim
- Blends narrative with technical breakdowns and lists
- Embeds specific anecdotes, data points, or customer stories
- Closes with a call to action, gratitude, or forward-looking statement
- Uses analogies and direct invitations to engage the audience

## **Content Strategy Goals**

### **Primary Goal:**

- Establish thought leadership in developer-first, real-time integration infrastructure for AI agents and enterprise SaaS

### **Secondary Goals:**

- Attract and engage developers, technical founders, and product leaders
- Drive awareness and adoption of Ampersand’s platform and open-source tools
- Build community credibility and foster industry partnerships
- Recruit top technical and marketing talent
- Educate the market on the evolution of integrations and the role of open protocols (MCP)

### **Ideal Reader Personas:**

- B2B SaaS founders and product leaders
- Engineering leaders and senior developers building AI agents or integration-heavy products
- Technical decision-makers at enterprise software companies
- Investors and industry analysts interested in AI, SaaS, and developer tools

### **Audience Pain Points:**

- Complexity and unreliability of SaaS integrations (especially with “fat-head” systems like Salesforce, HubSpot)
- API rate limits, polling inefficiencies, and real-time data sync challenges
- Lack of developer-first, transparent integration tooling
- Fragmented enterprise software stacks and the need for unified workflows
- Difficulty operationalizing AI agents in production environments

### **Value Proposition to Audience:**

- Deep, code-first integrations that solve real-time data sync and agentic workflow challenges
- Transparent, open-source infrastructure and tooling for developers
- Actionable frameworks, best practices, and technical insights from a seasoned founder
- Community engagement and opportunities to shape the future of AI agent infrastructure

### **Content Pillar Themes:**

1. Platform Feature Releases & Technical Innovations  
(AI SDK, connectors, webhooks, open-source initiatives)
2. Integration Challenges & Real-Time AI Agent Infrastructure  
(Technical deep-dives, problem-solving, frameworks)
3. Developer Experience, Team Growth & Culture  
(Hiring, team values, developer empathy, technical taste)
4. Community Engagement & Industry Events  
(Event recaps, networking, customer stories)
5. Industry Commentary & Future Trends  
(AI agent market dynamics, open protocols, SaaS evolution)
6. Personal Stories & Lessons Learned  
(Entrepreneurial journey, pivots, acquisitions)

## **Analytics Insights**

### **Optimal Content Length:**

- Short-form insights: 90–120 words (event recaps, quick tips)
- Technical deep-dives and product launches: 232–410 words (detailed, list-heavy, data-driven)
- Most engaging posts: 120–410 words, with lists and technical breakdowns

### **Audience Geographic Distribution:**

- Not specified (User based in San Francisco, CA; company and content have global reach)

### **Keyword Performance Analysis:**

- High-performing terms (based on TF-IDF and frequency in top posts):
  - “AI agent”, “integration”, “real-time”, “webhooks”, “MCP”, “developer-first”, “Subscribe Actions”, “vibe coding”, “CLI”, “taste”, “deep connectors”, “open-source”, “agentic”, “polling”, “declarative YAML”
- Industry event names (e.g., “SaaStr”, “AI Engineer World’s Fair”) drive engagement in event-related posts
- Playful and technical analogies (e.g., “deep is the new shallow”, “USB-C for AI agents”) resonate with the audience