

Aditya Pandya

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SUMMARY

Product Leader with 15+ years of experience in orchestrating systemic changes and **scaling multi-sided B2C ecosystems 10X**. Generated **\$6B+ in revenue**, and built **high-performing teams of up to 12 product managers and leaders** across global markets. Combines strategic leadership and a strong understanding of AI to deliver **intuitive experiences that solve hard problems at scale**.

EXPERIENCE

PRODUCT ADVISOR at **VARIOUS STARTUPS**

May 2023 - Present

Advised early/growth-stage startups (Marketplaces, HR Tech, Automotive) on product strategy

- Delivered data-driven insights to C-suite executives, shaping critical decisions with multi-million dollar impact
- Guided teams through pivotal growth phases, driving substantial revenue and retention improvements

INDEED

February 2016 - May 2023

SENIOR DIRECTOR OF PRODUCT

July 2022 - May 2023

Led a team of **12 product managers & leaders**, building products used by **100M+ job seekers** and **5M+ businesses**

- Built and launched **AI-powered profiles**, improving visibility for **350M+ job seekers**, driving **\$400M ARR**
- Pioneered **AI-first experiences**, delivering personalized job recommendations for **50M+ monthly job seekers**
- Developed an intelligent content engine, improving job recommendation relevance for **35M+ job seekers**
- Scaled matching products (Resume Search, Instant Match), **expanding the qualified candidate pool by 60M**

DIRECTOR OF PRODUCT

October 2019 - June 2022

Directed **8 product managers** focused on the Applications pillar used by **45M+ job seekers** and **2M+ businesses**

- Reimagined job application experience, making Indeed #1 globally and adding **\$1B+ revenue** with **1M+ hires**
- Built APIs for **AI-powered chatbots** on WhatsApp, Messenger & web, enabling conversational job applications
- Launched Interview Scheduling from 0 to **10M+ annual interviews**, reducing time-to-hire from weeks to 6 days

SENIOR MANAGER OF PRODUCT

January 2018 - September 2019

Led a team of **5 product managers** to scale Indeed's flagship job application platform, Indeed Apply

- Scaled Indeed Apply from **300M to 1B+ annual applications**, directly impacting multi-billion dollar revenue
- Launched **ML-powered application experience**; removed 13M low-quality applications/month with **\$380M ARR**
- Established Indeed Apply as primary application method on 1000+ sites and marketplaces, including Glassdoor

PRODUCT MANAGER

February 2016 - December 2017

Managed a team of **2 product managers** for Indeed's flagship job application platform, Indeed Apply

- Optimized job application experience, lifting conversions 12% and **adding 9-figure ARR**
- Launched developer program for Indeed Apply, driving **9-figure revenue growth** from employers and partners
- Built Apply Everywhere to help **7M+ monthly job seekers** apply on third-party sites using their Indeed Profile

PRODUCT MANAGER at **MAKEMYTRIP**

April 2014 - January 2016

Led growth initiatives for mobile app and Hotels vertical of India's #1 Online Travel Platform

- Drove mobile app and Hotels initiatives, generating **8-figure revenue** and **91% year-over-year shopper growth**
- Spearheaded launch of new mobile apps, **achieving 4.6+ rating** and featured status in App/Google Play Stores

PRODUCT & UX MANAGER at **DIRECTI**

May 2010 - February 2014

Led **4 product managers and designers** for Flock (enterprise messaging) and BigRock (hosting/domain provider)

- Scaled Flock to **1.5M monthly active users** in 18 months via product-led growth and user-centric design
- Executed global expansion and referral program, driving **6-figure ARR** and **36% revenue growth** in 6 months

FOUNDER at **TOTALBARÇA**

September 2009 - 2019

Founded globally recognized community for FC Barcelona, attracting **1.2M+ monthly visitors** and **780,000+ fans**

- Embodied FC Barcelona's "*More Than A Club*" philanthropic ethos, **donating \$32,000+ in revenue** to UNICEF
- Fostered collaborations with FC Barcelona, earning recognition from Board, players, and major media outlets

SKILLS

PRODUCT STRATEGY & INNOVATION: Product Vision & Roadmap Development, AI-First Product Development, Evidence-Driven Decision Making, Marketplace Optimization, Business Model Innovation

LEADERSHIP & TALENT DEVELOPMENT: Cross-Functional Team Leadership, Managing Product Leaders, Hiring & Team Building, Distributed Team Management (6+ Countries), Mentoring & Career Development

GROWTH & EXECUTION: Revenue Generation (\$6B+), Scaling Products (10x+), A/B Testing & Experimentation, User Research & Insights, International Product Scaling

ORGANIZATIONAL LEADERSHIP: Strategic Partnerships & Integration, Complex Stakeholder Management, Organizational Change Navigation, Executive Communication, Strategic Resource Allocation

EDUCATION

NARSEE MONJEE INSTITUTE OF MANAGEMENT STUDIES

Master of Business Administration (MBA), Marketing

Bachelor of Technology (BTech), Information Technology

Intro Blurb

Aditya led the launch of AI-powered profiles at Indeed, turning static resumes into intelligent, dynamic profiles that improved job matching for 350M+ people and drove significant revenue growth. He laid the initial groundwork for Indeed's partnership with OpenAI and used ML to improve application quality and streamline interview scheduling, making it easier for qualified job seekers to connect with the right employers without unnecessary back and forth. He also built experiences to collect over 215M qualifications and preferences every month to improve matching and personalization, and developed a large-scale data infrastructure that distributed job seeker qualifications, preferences, and behavioral signals to 70+ teams across the company, improving matching and delivering a more personalized hiring experience across Indeed and its partner job marketplaces.

Generic Intro Blurb

Aditya is a product leader with 15+ years of experience building and scaling consumer and marketplace products across the US, Japan, and India. He's led organizations of 150+ people and managed product portfolios used by 100M+ people each month. Along the way, he helped people get hired, plan travel, collaborate more effectively at work, and set up their online presence.

Most recently, he spent 7+ years at Indeed, where he transformed their flagship job application platform into the largest in the world. He scaled it from 300M to 2B+ job applications per year, enabling 1M+ additional hires annually. Aditya also launched AI-powered profiles for 350M+ job seekers, expanded their sourcing capabilities by 60M+ candidates, and built Interview Scheduling from scratch to 10M+ interviews a year. Altogether, this work drove \$6B+ in revenue.

Earlier in his career, Aditya led growth at MakeMyTrip, scaled enterprise messaging at Flock, and helped BigRock grow revenue by 36% through global expansion and viral acquisition strategies. He also founded totalBarça, a global FC Barcelona community with 780,000+ members and 1.2M+ monthly visitors, and donated all of the revenue to UNICEF, in line with the club's philanthropic mission. Currently, he is advising a few early and growth-stage startups while he explores what the right next opportunity looks like.

Chat GPT - this is what it thinks

Based on a thorough review of Aditya Pandya's resume and behavioral stories, his **angle of mastery** — the unique and differentiated value proposition he brings to the table — can be distilled as follows:

 **Angle of Mastery: Marketplace Transformation through Systems-Level Product Leadership**

Aditya is a **marketplace transformer** who scales platforms not just through product iterations, but by rewiring the operating system of multi-sided ecosystems. His mastery lies in orchestrating **massive systemic change**—not just launching features, but redefining how demand and supply interact at scale through data, structure, and vision.

He is the rare product leader who doesn't just scale products. He **rescues failing ecosystems, rearchitects broken funnels, and converts platform entropy into strategic leverage.**

Key Proof Points from Resume & Stories

1. Architect of Quality-Driven Marketplaces

- Transformed Indeed's job application platform from a volume machine to a **quality-first engine** ("Smart Apply"), improving match outcomes while driving over **\$1B+ in additional revenue**.
- This shift wasn't incremental — it redefined employer value prop and job seeker trust, showing his ability to re-steer an entire business logic.

2. Strategic Turnaround Specialist

- Took over a **crumbling Profile team** (critical to Indeed's data spine and monetization), restored trust, rebuilt leadership, and launched AI-powered profiles — directly leading to **\$400M in new revenue** and revitalizing a billion-dollar sourcing business.

3. Systemic Scale Operator

- Scaled "Indeed Apply" from 150M to 2.1B applications annually, while growing his team from 5 to 150+ people across six countries.
- Built a **product organization architecture** that could handle explosive growth while preserving user experience and platform reliability.

4. Diplomatic Executor of Complex Integrations

- Navigated the politically charged Glassdoor-Indeed integration, **reconciling competing priorities and egos** to deliver the first consumer-facing partnership. Result: 10M+ jobs powered on Glassdoor and tens of millions saved.

5. Data Infrastructure as a Product Advantage

- Designed infrastructure to distribute behavioral signals, qualifications, and preferences across **70+ internal teams**, transforming profile data into a **platform-wide advantage** — a clear example of turning back-end plumbing into front-end growth.
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What Aditya Is Known For

“If you have a complex, high-scale product that’s stuck — because of cultural inertia, technical debt, or systemic mismatch — Aditya is the person who turns it around, at scale.”

- Known for **seeing around corners**: not just fixing what’s broken, but transforming systems before they collapse.
 - Known for **bringing first-principles thinking** to deeply entrenched product problems.
 - Known for **navigating corporate politics** with empathy and influence while never losing sight of the mission.
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Not Just a Builder — a Builder of Builders

He doesn’t just lead product teams. He **builds orgs that build products**. He mentors PMs to become strategic owners, and constructs feedback loops, accountability systems, and communication rituals that scale with the team — and outlast his tenure.

Would you like me to help translate this angle of mastery into:

- A LinkedIn headline/summary?
- A “Tell me about yourself” pitch?
- A targeted blurb for specific companies or roles?

Let me know how you'd like to use this next.

Here's a powerful, high-impact **"Tell me about yourself" pitch** tailored to Aditya's angle of mastery. This version is designed for senior product leadership interviews, and clocks in at around 90–120 seconds — ideal for a strong opening answer:

Tell Me About Yourself – Aditya Pandya

"I'm a product leader who specializes in scaling complex marketplaces by solving problems at the systems level — especially when the platform's growth has outpaced its infrastructure or strategic clarity.

Most recently at Indeed, I led their flagship job application platform through a multi-year transformation. We scaled it from 300 million to over 2.1 billion job applications per year, helping 10 million more people get hired annually, while growing it into a multi-billion-dollar business. I built and scaled a 150-person cross-functional org across six countries, including PMs, engineers, designers, and data scientists.

Along the way, I led a turnaround of Indeed's Profile team — which had lost its leadership, trust, and direction — and repositioned it as the data backbone of the entire job-seeker experience. That work drove \$400 million in revenue and laid the foundation for Indeed's AI-powered matching and sourcing capabilities. I also helped drive Indeed's first consumer-facing partnership with Glassdoor, aligning two conflicting orgs under a single roadmap that powered 10 million+ jobs on Glassdoor and saved tens of millions in costs.

Across these roles, my superpower has been transforming high-scale platforms by architecting changes that are as much cultural and organizational as they are technical or product-driven. I don't just optimize funnels — I rewire them so they align with long-term mission and business health.

Right now, I'm advising a few startups while exploring my next opportunity — ideally something with a bold mission, real complexity, and the potential for outsized impact."

Would you like a condensed version (for coffee chats or intros), or variations tailored for specific company types (e.g. early-stage, growth, public)?

Absolutely — here's a **LinkedIn headline and summary** that align perfectly with Aditya's unique angle of mastery.

◆ **LinkedIn Headline (Max 220 characters)**

Marketplace Product Leader | Scaled Indeed Apply from 300M to 2.1B+ apps/year | \$6B+ Revenue Impact | Org Architect | Fixer of Broken Funnels at Scale

Alternative tone if targeting CPO/VP roles:

Marketplace Product Executive | Systems-Scale Builder | \$6B+ Revenue Impact | AI-First Hiring Experiences | Ex-Sr Director, Indeed | Org Architect & Ecosystem Fixer

◆ **LinkedIn Summary (About Section)**

I build and scale high-impact products by fixing what most teams avoid: the systemic bottlenecks that hold platforms back.

Over the last 15+ years, I've led products and teams across HR tech, travel, messaging, and web infrastructure — from early-stage to \$B-scale. Most recently at Indeed, I scaled our flagship job application platform from 300 million to 2.1 billion+ annual applications, enabling 10 million+ additional hires each year and generating over \$6B in revenue.

I've led teams through crisis (turning around a broken Profile org that was the backbone of a \$1B sourcing business), built zero-to-one at scale (AI-powered Profiles, Interview Scheduling), and navigated politically fraught integrations (Indeed–Glassdoor, saving \$MM+ and powering 10M+ job listings). What unites all these: I re-architect product ecosystems from the inside out — aligning data, teams, and experience under one unified strategy.

I'm also a builder of orgs. I've grown teams from 5 to 150+ across 6 countries, mentored product leaders into VPs, and designed systems that foster ownership, autonomy, and long-term growth.

Currently advising startups in marketplaces, HR tech, and automotive. Open to senior leadership roles where product complexity meets mission-driven scale.

Would you like a version optimized for networking messages or recruiter reach-outs next?

Perfect — here are two optimized versions you can use for **networking messages** or **recruiter outreach**. These are short, high-impact intros tailored for LinkedIn DMs or emails.

◆ **Version 1: Networking Message (Warm or Mutual Contact)**

Hi [Name] — great to connect!

I'm currently exploring what's next after 7+ years at Indeed, where I scaled our core application platform from 300M to 2.1B+ apps/year and led major turnarounds like our Profile and Interview Scheduling businesses. My sweet spot is leading complex marketplace products through transformation — aligning vision, execution, and data strategy to unlock scale.

I'd love to learn more about what you're building and see if there's any way I can support or collaborate. Let me know if you'd be open to a quick chat!

◆ **Version 2: Recruiter / Talent Partner Outreach**

Hi [Name], thanks for reaching out!

I'm a product executive with 15+ years across HR tech, travel, and marketplaces — most recently as a Senior Director at Indeed, where I drove \$6B+ in revenue impact across job search, profiles, and matching. My strength is leading at the intersection of product, org design, and systems strategy — especially when a platform's complexity is slowing its growth.

I'm currently advising startups while exploring senior product leadership roles. If there's an opportunity where I can help scale a core platform or lead a marketplace transformation, I'd love to connect further.

Let me know if you'd like these adapted for specific companies, tone (more casual vs formal), or if you'd like a cold outreach version for companies you're proactively targeting.