Alisha Manandhar

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SUMMARY

AI Product & Growth Leader with 10+ years of experience scaling B2B SaaS and PLG products from 0→1 and beyond. Expert in designing, launching, and optimizing LLM-powered features that accelerate user activation, engagement, and revenue. Skilled at bridging data, customer insights, design, and machine learning to deliver measurable business impact: from AI-driven user workflows to global self-serve growth funnels. Known for driving product-market fit validation, accelerating ARR through AI innovation, and leading cross-functional teams to execute at scale.

Core Expertise:

- AI/ML Product Management
- Prompt Engineering
- LLM Evals
- Experimentation & A/B Testing
- Data Analytics
- Growth Experimentation

- Product Vision, Strategy, Roadmaps, and Execution
- Product-Led Growth (PLG)
- B2B SaaS
- User Activation and Engagement
- Cross-Functional Leadership
- Team Management

PROFESSIONAL EXPERIENCE

Handshake
Lead AI Product Manager, PLG Recruiter SaaS   *San Francisco, CA | Jan 2025 - Oct 2025*

- Spearheaded the stealth launch of a new AI-powered product tier via PLG, generating $388K ARR within 6 weeks of launch entirely from organic purchases from free-tier conversions; validating product-market fit with zero marketing or sales investment.
- Defined and executed the AI strategy for Job Application Management, integrating NLP search, ML ranking, and LLM-based evaluations to increase customer engagement by 20% and reducing hiring decision time by 15%.
- Led the development and rollout of Gen AI Messaging Drafts, leveraging LLMs to reduce recruiter message creation time by 70% and boost candidate response rates by 20%
- Overhauled Job Application Management product to remove user friction and modernize the core UX, driving a 15% increase in engagement and establishing the foundation for subsequent AI-powered applicant management capabilities.
- Streamlined PLG free tier to improve user activation and emphasize premium value, driving higher conversion rates fueling PLG revenue growth.

Atlassian
Senior Product Manager, Growth (Jira and Confluence User Activation)   *Mar 2023 - Jan 2025*

- Managed and mentored 1 Product Manager responsible for cross-product experimentation.
- Led product strategy and roadmap execution for Atlassian's PLG funnel, leading activation for Jira Software and Confluence – improving self-serve conversion and retention across millions of users.
- Improved Jira Software signup completion rate by 20% and Confluence by 60% through iterative A/B experiments
- Increased Confluence Week 2 activation rates by 20% by personalizing customer onboarding experience.
- Partnered with data, design, and engineering to prioritize high-impact features to drive activation and retention; aligning growth initiatives directly with ARR outcomes
- Conducted foundational quantitative and qualitative research to uncover friction points in the self-serve funnel, directly influencing prioritization and impact metrics.

Senior Product Manager, Growth (Confluence User Acquisition)   *Mar 2021 - Mar 2023*
- Defined and executed the transformation of Confluence's user acquisition strategy, improving conversions by 20% through iterative UX enhancements and funnel optimization experiments.
- Delivered 20% higher signup completion and 10% Week 2 retention growth through iterative UX funnel experiments.
- Increased Week 2 retention by 40% by identifying friction in the login process and implementing a simplified re-entry experience.
- Championed data-informed decision-making within the growth organization, shaping a culture of evidence-based iteration and user-centric experimentation.

EF Education First
Director of Product Management, Global B2B Web and Mobile SaaS   *London, UK | Mar 2019 - Nov 2020*
- Owned vision, strategy, and execution for EF's global B2B SaaS product portfolio; managed distributed team of 4 Product Managers across London and Shanghai.
- Created EF's new flagship B2B Web and Mobile product, adopted across all new and existing customers.
- Improved user engagement by 25% by building new homepage and progress report experiences that streamlined user's experience
- Redesigned user onboarding experience to save $2M/year in operations costs while improving user activation metrics.
- Launched free trial product during COVID-19, growing user base by 100% and driving rapid paid tier conversion.
- Reported directly to EF's CPO and B2B President on activation and retention OKRs.

Senior Product Manager, Global B2B Web SaaS   *Shanghai, China | Mar 2018 - Feb 2019*
- Launched new 0→1 B2B enterprise SaaS platform for clients to track employee engagement.
- Improved user onboarding completion from 40% → 80% through iterative experimentation and UX enhancements.
- Led cloud architecture migration from monolith to microservices, improving scalability and reliability.

Accenture PLC
Senior Product Manager & Management Consultant   *San Francisco, CA | Aug 2013 - Mar 2018*
- Led client-facing product management for customer support and checkout commerce SaaS products in Communications, Media & Technology vertical.
- Managed team of 4 client-facing PMs and served as Director of Operations for Accenture's internal Product Management Community of Practice.
- Awarded 2018 Q2 North America People Award (1 of 7 honorees among 200K employees).
- Advanced from Management Consultant to Product Manager, then Senior Product Manager, for delivering high-impact client outcomes.

Saving Sara, Inc.
CEO & Co-Founder   *San Francisco, CA | Jun 2013 - Sep 2017*
- Founded biomedical startup focused on reducing maternal mortality from postpartum hemorrhage (PPH) in developing nations.
- Led fundraising, product design, and global partnerships to validate MVP and conduct field testing.

EDUCATION
University of California, Berkeley - *B.S. Bioengineering*   *May 2013*
Minor: South & Southeast Asian Studies | Certificate: Management of Engineering & Innovation
CERTIFICATIONS
Certified Scrum Product Owner (CSPO) - Scrum Alliance   *2016-Present*