

SAKSHAM JAIN

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WORK EXPERIENCE

Bajaj Finance | NBFC

Bengaluru, IN

Associate Lead - Product Manager

Oct 2024 – Present

- Led optimization for gold loan PWA digital journey, increasing total disbursal by 12% QoQ to ₹300 Cr monthly
- Implemented Gen AI multilingual summaries & A/B tests using dynamic banners, boosting digital CTR by 22%
- Personalized user flows, reduced friction for existing users, directly improving digital adoption over branch visits
- Consistently achieved ₹300 Cr in monthly disbursals through digital channels, surpassing the ₹250 Cr target by 20%

Klubworks | SMB Lending Marketplace

Bengaluru, IN

B2B SaaS Product Manager

Mar 2023 - Sep 2024

- Conceptualized Klub Connect (API Suite) idea via MVP; co-created **GTM & product roadmap** for the quarter
- Spearheaded partner's **API Integration** for fintech and e-commerce players for embedded lending program; registered 25% growth in brand registration and **40% Q-o-Q increase in DRR** via Credit Line and Term Loan
- Implemented data-driven decisions; **elevated CSAT score** from 3.1 to 3.7 for ProdTech department of Klub
- Led Omni-channel module development to streamline communications; boosted **user engagement by 15%**
- Evaluated journey and validated hypothesis via **user research, ran A/B tests** to increase conversion rate by 20%
- Diagnosed & resolved cross-exchange cookie issues via user events, driving **15% increase in sign-up rate**

Bank of America | Global Bank

Gurugram, IN

Analyst

Jun 2018 - May 2021

- Received Global Recognition Silver and Bronze Award for commitment and ownership shown towards work
- Built Data Management and Adherence Tracker product using AngularJS and SpringBoot; enhanced operational efficiency and **reduced data-related conflicts by 12% at enterprise level**
- Optimised loan verification process for CARES Act Relief to **reduce application verification time by 60%**

EDUCATION

NMIMS University

Mumbai, IN

Masters in Business Administration

Jun 2021 - Mar 2023

Vellore Institute of Technology

Vellore, IN

B.Tech. in Electronics & Communication Engineering

Jul 2014 - Apr 2018

SKILLS & CERTIFICATIONS

- **Skills:** Programming, AI/ML, Market research, Competitor analysis, SQL, API Integration, Go-To-Market Strategy, Data analytics, Feature prioritization, Stakeholders management, Cross-functional collaboration, ARR Generation
- **Tools:** Jira, Atlassian, Azure DevOps, Postman, Google Analytics, MoEngage, Figma, Excel, Mixpanel, Confluence
- **Certifications:** Professional Scrum Product Owner I (scrum.org), CFA Investment Foundation

INTERNSHIPS & PROJECTS

Personalised Course Generator | Project

Mar 2025 - Apr 2025

- Led end-to-end product development of an AI-powered platform that generates personalized learning courses based on user inputs such as topic, proficiency level, desired depth, and assessment requirement
- Skills/Tool used - Lovable, LLM Integration (Deepseek's API), Prompt Engineering, Perplexity

BooksOverflow | Project

Sep 2022 - Dec 2022

- Conducted thorough competitive market analysis and leveraged user insights to shape product vision and strategy
- Designed initial wireframes and developed GTM strategy; 172 users engaged and 62 subscribed within 1st month

Campus Veda | Product Internship

Jul 2022 - Sep 2022

- Increased course completion rate from 57% to 73% in two quarters through suggested enhancements on web-app
- Reduced the churn rate from 37% to 28% by introducing 2 features (progress bar, discussion forum for users)

Other Projects - Real-time content highlighter Chrome Extension, Daily IPO Alert using WhatsApp & OpenAI API

EXTRA CURRICULAR ACTIVITIES

ECOLIBRIA | PRESIDENT

Jun 2021 - Mar 2023

- Led team of 30 members for the Economics and Strategy Cell to organize national-level events and seminar