

Harsh Jaiswal

Product Leader | Growth Specialist | Ex-Founder | IIT Delhi

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Summary

Ex-founder and product leader with 8+ years of experience scaling AI-driven products across Real Estate, EdTech, IT, and Digital domains. Skilled in applying machine learning, generative AI, and data-driven experimentation to drive growth and innovation. Experienced in leading cross-functional teams spanning engineering, data science, design, and business. Focused on building responsible, monetizable, and scalable AI solutions.

Experience

Contract, AI Products & Growth

Jun 2024 - July 2025

- Launched AI Concierge app, automating guest queries with 90% accuracy, enabling **30% faster check-ins** and **18% higher F&B revenue** from first time users
- Co-created GEO first blog app to publish content without human in the loop; saved 10k+ hours, 100+ AI Search mentions
- Wrote micro AI apps to solve small problems - chat with my resume, do seo audit of my website - for entrepreneurs
- Secured **\$1M ARR in 12 months** and 3x active user growth across all products through early enterprise GTM

Wasalt

Horizontal Real Estate Platform (Arabic users)

Dec 2022 - Apr 2024

Senior Product Manager

- Led a team of 6 PMs & 40 engineers to manage the Search Experience of **500k users monthly**. Generated \$8mn annually in advertising revenue using dynamic inventory on Search & Project pages, across web & app.
- Improved search relevance by 22% by saving prev searches, lead quota, user interests & image-based CTR boosts.
- Scaled custom WA flows for Recommendation & Lead Gen, generating ~30% of total platform inquiries at ~20% of CAC within 3 months; **250% lift in Leads/User**
- Implemented **Lead Churn** - to aggregate & redistribute inquiries to Brokers with similar listings in nearby areas; Improved lead allocation by ~40% within 8 weeks; Improved subscription renewal rate by **27%**
- Developed a **Price Fairness index** for ~50k listings; derived using **supervised regression model** trained on 3-yr sales data (XGBoost), improving CTR & listing quality by 11% (fairly priced listings)
- Revamped Search Algorithm for listings using freshness, completion, vendor reputation and user behavioral data; Coupled with 5 Ad formats to drive revenue & uniformity in lead distribution

Bluebird

Feb 2018 - Sep 2022

Account Based Marketing

Mautic++

- Built Mautic-based automation for 50+ enterprises; drove **\$1MN+ pipeline from \$7k** using soft→hard scoring journeys
- Built **Email Finder** & Integrated with **Marketing Automation Suite** (Mautic) to execute ABM playbook for 10+ scenarios
- Ran soft journeys with guides, webinars, case studies that **increased lead activation 43%** across key industries.
- Used **Account & Lead scoring frameworks** on all touchpoints to improve meeting conversions by **135%** (online + offline)
- Added LinkedIn outreach to ABM flows, opening qualified conversations and lifting response rates 25–40%.
- Integrated Hubspot and Bitrix with automation stack, & lead scoring for soft & hard journeys, and personalisation at scale
- Optimized Email/SMS/WhatsApp delivery to 95%+, scaling outreach for brands like **WeWork, Manipal, Zetwerk**
- Offline gifting and curated events to engage buying groups, lifting **meeting conversions 27%** for high-value accounts.

Product & Growth

Park+, SuperApp for Car Owners

- Scaled online bookings by **4X in 8 months**; Gamified app for parking operators leading to ~67% completions in 1 month
- Launched a web app for users to pre-book, pay, call & track their valet's journey; **adding 18% new MAU** every month

Uolo, K-12 Learning App

- Developed Classroom Learning & Live Hobby Class product with 15+ categories from scratch. 0-60k users in 3 months.
- Setup Inside Sales team of 30+. Scaled to 1500 schools in 1st year of operations with 3cr in revenue. 100k+ downloads

At **Hive, Xander Group (Dec'16 to Jan'18)**, I helped setup Account Based Marketing engine to generate inquiries from enterprises like Airbus & Abengoa. Prior to that, at **Jungleworks (May'14 to Jul'15)**, I conceptualised '**Uber for X**' campaign to generate business from funded startups across the globe & closed \$100k p.m. within 2 mon.

Skills & Tools

Technical: Python, SQL, AI Prototyping, N8N, AI Agent Systems, RAG Agents, Tool Calling, AI Evals, Cursor

Product: UX, Mixpanel, Amplitude, Figma, Notion, Jira, Tableau, GA4 , Go-To-Market Strategy, ABM, AEO

Education

Indian Institute of Technology, Delhi (IIT Delhi), B.Tech, Electrical Engineering

2009 - 2014