

# Jagadeesh Kumar

## Associate Product Manager 2



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📍 Bengaluru, Karnataka, India

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Dear Hiring Manager,

As a Software Engineer turned Product Manager with a passion for building impactful SaaS platforms, I was immediately drawn to WorkSpan's mission to build the world's largest co-selling network. My experience in taking ownership of B2B SaaS products, driving user growth through data, and thriving in resourceful environments aligns directly with the requirements of this role. The job description emphasizes the need for a product manager with both SaaS product and development experience. In my career at Tally Education, I transitioned from a Software Engineer 2 role into product management, where I managed the end-to-end delivery of our SaaS-based educational platforms. This unique perspective allowed me to lead initiatives that were both technically sound and user-centric, culminating in achievements like doubling the Monthly Active Users of our LMS platform from 10.8K to 21.1K.

WorkSpan's focus on managing complex partner ecosystems resonates deeply with my experience. I was responsible for our Partner Portal, a key platform for our B2B partners (training institutes) to manage their students and schedule exams. I understand the importance of creating seamless workflows for business partners. I tackled a similar challenge by redesigning our TallyPrime on AWS access experience, a critical tool for our partners' students. By simplifying the user journey, I slashed the user drop-off rate from a staggering 87.5% to just 18.4%, demonstrating my ability to solve the kinds of complex workflow problems inherent in ecosystem management.

I thrive in the type of ambitious, fast-paced environment described at WorkSpan. In the absence of formal design and QA teams for my projects, I took the initiative to create my visual mockups in PowerPoint for developer handoffs. I owned the entire QA and UAT process to ensure high-quality releases. A data-driven approach complements my bias toward action; I regularly queried our MySQL databases and used Power BI to analyze usage data, enabling faster, data-informed decisions during sprints.

I am confident that my unique blend of engineering, product management, and B2B platform experience would allow me to make a tangible impact at WorkSpan. Thank you for your time and consideration. I look forward to discussing how I can contribute to your team.

Sincerely,  
Jagadeesh Kumar