Sachin Kumar

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Senior Product Manager with 8+ years building and scaling B2B SaaS & B2C products across fintech, HR tech, gaming, and AI. Led 0➜1 and scale-up products to 10M+ users and $3M+ ARR, owning strategy, execution, and growth. Strong in data-driven decision making, monetization, and complex product ecosystems.

Upliance AI (React Labs Pvt Ltd)   Jun 2025–Present

upliance is an AI-powered smart cooking appliance that automates everyday cooking for consistent results with minimal effort.

- Built the upliance 2.0 experience from scratch solving product's reliability, ease, and discovery-related issues; owned its North Star metric and helped it improved by 50% (80 to 120)
- Enhanced the search experience and optimized the search results using Algolia leading to an improved recipe discovery and increased search based conversion by 20%
- Improved health focus by introducing healthy variations of recipe and a weighing scale that tells you the exact macros for each ingredient.
- Built smart, data-driven nudges to reduce the hardware-related issues and provide immediate resolution
- Built agentic AI solutions for recipe creation, recommendation, support and modifications
- Owned software development, acting as a scrum master, planning & executing sprints

Qtopia Technologies Pvt Ltd [2023-2025] - 2 Years

Qtopia, Bengaluru - **Co-Founder** *(Head of Product & Growth)*   Feb '23–Mar '24 [1 Year]

A quiz gaming platform where one can play various types of quizzes in a real money-gaming format.

- Designed diverse game formats such as Quiz on Demand (play anytime, anywhere), Live Quizzes (hundreds of participants playing together), Quiz Tournaments (multi-stage quizzing competition), etc., to enhance user engagement and cater to a diverse user base
- Built and nurtured a vibrant community of over 5k quizzers on Instagram, WhatsApp, and Telegram, leveraging these channels for user research and testing ideas before building the product. Acted as an organic user acquisition channel later on
- Introduced a Q points reward system to promote daily gameplay, boosting DAU/WAU by 20%.
- Secure funding from STPI (Govt.. of India) and became part of some world-class incubators such as GSF Accelerator, Razorpay Rize, Microsoft for Startups, etc.
- Scaled the platform to 16,000 users, converting 25% into an active transacting user bas
- Built an automated content engine that would crawl through internet to create interesting questions and built a quality indicator enginer using using Open AI APIs
- Analyzed retention & signup funnel using Amplitude, WebEngage & MongoDB, created notification workflows using WebEngage (SMS, email, Whatsapp, push notification), boosting activation by 20% and WoW retention by 15%; and reduced payment drop by 20%.

A2Z Test - **Co-Founder** *(Head of Product & Growth)*   Apr '24–Feb '25 [1 Year]

An AI-powered, B2B SaaS-based assessment tool that automates the complete test-taking process for educational institutes, right from creating AI-assisted question papers to conducting tests on computers, mobiles, and OMR sheets. Pivot from Qtopia

- Performed extensive market research and user studies by talking to teachers, institute owners, and students across the country to identify their pain points and create product strategy
- Developed the full product suite [desktop + mobile apps (Android & iOS)] for students and teachers in 6 months, automating the complete assessment process

- Reduced test creation time by 90% with AI question generators, enabling users to create questions in a few clicks using AI or through scanning books, materials, etc. using mobile
- Enabled mobile-based OMR evaluation by training Azure Document Intelligence Machine Learning models that capture the marked bubbles from the OMR sheet through a mobile scan, reducing the evaluation time from an average of 10 minutes to a few seconds
- Generated leads via Meta Ads, Google Ads, cold calling, and in-person meetings, driving adoption across 50+ institutes, converting 10% to paying customers
- Built a laser-focused team of 5 individuals with a small budget and drove super-fast execution on product delivery and go-to-market.

Gyankaar Technologies Pvt Ltd [2019-2023] - 4 Years

GyanApp, Bengaluru - Product Manager   Mar '19–Nov '19 [Around 1 Year]

A vernacular knowledge-sharing social media app where users can express themselves in their own native language and read & discuss about various topic that they are interested in.

- Built a product to organize writing competitions, which increased the user-generated content by 5X & brought the user acquisition cost to 1/3rd
- Developed a content recommendation engine, boosting Reads/DAU by 50%.
- Built a collection feature enabling users to explore and read content tailored to their interests increasing the average content consumed per user by 25%.
- After a thorough analysis using Clevertap and Metabase, created new categories for content and reorganised topic-subtopic relationship to improve the recommendation engine
- Built a writers' community, on social media platforms to bring quality content creators on the platform leading to some of the most followed creators joining the platform.

PagarBook, Bengaluru - Head of Product *(Founding Team)*   Nov '19–Jan '23 [3+ Years]

Pivot from GyanApp- A B2B SaaS-based Human Resource Management tool that helps manage attendance, payroll, and compliance for small and medium enterprises through a suite of applications, i.e. A web application (SaaS), an employee app (B2C), an AI-powered facial recognition-based attendance app, and a multi-lingual mobile app (B2B & B2C).

- Built the first version of the mobile app from scratch, solving very unique problems after conducting in-depth user and market research across India to identify the pain points of SMEs in managing their blue-collar workforce.
- Owned product roadmap and helped scale the product to 10M+ users through strategic growth initiatives, referrals, business owner communities, building multi lingual app for diverse audience, feature for different business types (restaurants, factories, construction, retail, etc).
- Built the employee app for blue collar workforce where they could mark their Photo and location-based attendance, manage leaves, download salary slips, review overtime and penalties, etc. Drove adoption of the app by over a million employees through multi lingual support and minimalist, easy to use interface.
- Developed subscription-based desktop & mobile apps, achieving $3M+ ARR, and optimized pricing models to maximize revenue.
- Built AI-powered facial recognition PagarBook Lens application for attendance, overtime and penalty tracking, leading to a 100% increase in revenue per employee and adoption from over 80% of users with daily face scans of over 2.5 Lakhs.
- Built and mentored cross-functional teams in Product, Growth, Customer Success & Sales
- Built a completely digital microloan product inside the employee app for early salary access with 100% digital disbursal (including digital KYC) and collection. Disbursed over 22K loans
- Introduced one-click bulk salary payouts, enabling ₹150Cr+ in annual transactions, reduced 90% failures through multi-payment gateway routing, penny drop, UPI & IFSC validation
- Launched in Bangladesh, scaling to 200K users and $50K ARR in a single quarter.

- Set up operations infrastructure for sales and support by automating ticketing system with Zapier and Freshdesk , Whatsapp based reminders and follow ups, automated esacalations, etc. for user onboarding, renewals and account management, leading to an increase of 20% in renewals and 30% in net dollar retention
- Developed DhandhaBook for managing cash flows (sales, purchase, invoice & accounting)
- Spearheaded fintech experiments in neo-banking for employees and accidental insurance to expand financial services.

Deloitte Consulting, Hyderabad - Business Technology Analyst   Aug 17–Mar 19 [1.5 Years]

Deloitte is a consulting firm. Worked in tech consulting under strategy & analytics division

- Led on-prem to Snowflake cloud migration and built Tableau dashboards to enable data-driven decisions for a US asset management client.
- Automated high-volume accounting workflows using RPA (Blue Prism), saving thousands of manual hours for a retail client.
- Built ETL pipelines with Informatica for a UK insurance client, powering management dashboards and business reviews.

National Institute of Technology (NIT), Jaipur - B.Tech (Mechanical Engg) Jul '13 - May '17 [4 Years]

- Led national sustainability initiatives with ASHRAE & TiE (E-Cell Student Coordinator).
- Improved solar air heater efficiency by 8% via experimental optimization.
- Built a solar-powered electric vehicle in a 20-member cross-functional team.

INTERNSHIPS

Tata Motors: Optimized forklift movement in the Jamshedpur foundry, reducing required forklifts by 25% and improving manpower and fuel efficiency.

Hasiru Dala (Not for Profit): Studied operations across 20+ waste collection centers to classify non-recyclable waste and propose business models to monetize multi-layered plastic.

AWARDS/RECOGNITION

- Winner, Wipro Earthian: Awarded by Mr. Azim Premji (INR 1.5L) for work in solid waste management
- Indian Oil Scholarship for exemplary performance in the 10th Board Exam (17th rank in State)
- Awarded scholarship by Vedanta Super 30 for 1 year free residential training for Engg Entrance
- Selected for Jagriti Yatra, traveling 8,000 km to understand India's entrepreneurial diversity. Later mentored two incubated small businesses at Jagriti Enterprise Center, Purvanchal.

TOOLS USED

- **Analytics & Research:** SQL, Amplitude, Metabase, MongoDB Compass, UX Cam, MS Clarity, Google Analytics, Meta Events Manager, Mixpanel, Hasura (GraphQL), Algolia, Bytebeam
- **Design:** Figma, Canva, Balsamiq, Miro, draw.io, Zeplin, Nano Banana, Uizard
- **Marketing & Communication**: Webengage, Facebook Ad Manager, Moengage, Clevertap, Google Ads, Freshdesk, Branch, AppsFlyer, Moengage
- **Technical Dev Tools:** Postman, AWS, Play Console, App Store Connect, Datadog, Azure
- **Artificial Intelligence**: Azure Document Intelligence, Open AI playground, Claude, Gemini
- **Project Management**: Jira, Asana, Trello, Notion, Google Doc, Coda, Confluence, Linear