

SORABH SINGH

Senior Product Manager • AI, Platform & Enterprise SaaS Products

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EXECUTIVE SUMMARY

Product leader with 9 years of experience building AI first, platform, and enterprise SaaS products across HRTech, EdTech, Mobility, and FinTech. Track record of launching zero-to-one AI products adopted by 1.1M+ users in two months, scaling enterprise transaction platforms 3x in revenue and 15x in volume, and directing enterprise AI GTM for global accounts.

CAREER HIGHLIGHTS

- **Zero-to-One AI Products:** Defined and launched the AI Career Path engine at Unstop — 1.1M students set career goals within two months of launch.
- **Revenue & Scale:** Grew FASTag payments from ₹1 Cr to ₹3 Cr/month and trip automation from 10K to 150K trips/month at LocoNav across 50+ countries.
- **People Leadership:** Direct and mentor 3 Product Managers across consumer and platform workstreams, sustaining roadmap velocity as the portfolio scales; report to the VP of Product.
- **Enterprise GTM:** Directed enterprise go-to-market for Unstop Smarthire and ATS integrations across Airtel, IndiGo, and Quantiphi — improving recruiter screening speed and strengthening the case for enterprise renewals.

PROFESSIONAL EXPERIENCE

UNSTOP | Senior Product Manager

2024 - Present

HRTech / EdTech platform connecting students and early talent with enterprises • Delhi NCR

- **Portfolio Ownership:** Own the B2C end-to-end talent lifecycle — from discovery through skilling and placement — alongside platform, admin, and support product lines, plus enterprise integrations that extend the same lifecycle into recruiter and corporate hiring workflows.
- **Product Leadership:** Direct a team of 3 Product Managers and own the vision, multi-quarter roadmap, and prioritization framework across consumer, platform, admin, support, and enterprise-integration product lines; report to the VP of Product.
- **AI Career Path (0→1):** Defined the product vision and led end-to-end discovery — customer interviews, PRDs, roadmap, and GTM — for an AI-powered career-planning engine spanning AI roadmaps, skill assessments, and personalized mentor, internship, and learning-path recommendations; **1.1M students defined career goals within two months of launch.**
- **Unstop Smarthire (0→1):** Led end-to-end development and GTM of Unstop Smarthire — a cross-platform (Windows/macOS) remote assessment application — and its integrated AI-based proctoring and integrity-detection module, translating bespoke enterprise requirements into the roadmap; onboarded 3 key enterprise accounts post-launch at a combined ARR of ~₹5 Cr.
- **Enterprise Integrations:** Directed enterprise REST API integrations across ONEST, SAP, and Oracle SuccessFactors ecosystems — establishing role-based access control and workflow automation that onboarded clients including Airtel, IndiGo, Quantiphi, and HUL, automating hiring workflows across ~10,000 openings.
- **Growth Outcomes:** Prioritized student activation and monetization experiments with growth and analytics teams, delivering a 10% lift in student registration conversion and a 20-percentage-point improvement in student premium subscription renewals within a single quarter.

LOCONAV | Senior Product Manager

2021 – 2024

Enterprise fleet-management SaaS serving customers across 50+ countries · Delhi NCR

- **Portfolio Ownership:** Owned FASTag, Fleet Payments, Trips, Driver Performance, and B2C consumer product lines plus the enterprise API platform for tier-1 clients across India, Africa, and APAC.
- **FinTech Scale (FASTag):** Scaled monthly transaction value from ₹1 Cr to ₹3 Cr by creating a shared PPI fleet wallet, enterprise credit facility, and automated fraud detection — growing B2B market share from 1% to 2.5%.
- **Platform & Operations Scale:** Architected trip automation and a webhook ecosystem scaling volume from 10K to 150K trips/month; built in-house ops tools that cut Order Fulfilment Lead Time by 25% and lifted NPS by 5%.
- **Operational Intelligence:** Created a driver-scoring engine ingesting IoT, telematics, and fuel data to deliver fleet transparency for Coca-Cola, Tata Steel, JSPL, and ArcelorMittal.
- **Global B2C & Market Expansion:** Built a new core product module from scratch to enter Europe and onboard global clients at \$1M+ combined ARR, while driving APAC B2C growth via direct retail and Amazon marketplace — acquiring 10K+ new MAU in 6 months and lifting daily run-rate ~20%.
- **Commercial Impact:** Delivered sales-enablement toolkits that improved enterprise PoC conversion by 20%, launched an omni-channel renewal experience that lifted auto-renewal rates by 30 percentage points, and built a Partner Portal that cut support tickets by 30%.

ZINGBUS | Founding Product Manager

2019 – 2021

Intercity bus mobility startup · Delhi NCR

- **Zero-to-One Platform Build:** Partnered directly with the founders to architect the company's first product ecosystem — customer, driver, and conductor apps, fleet-owner platform, operations platform, and inventory management.
- **Revenue Optimization:** Created a route-based dynamic pricing and inventory engine that increased fleet occupancy by 15% and per-trip revenue by 5%.
- **Distribution Strategy:** Delivered OTA integrations with RedBus, Paytm, and MakeMyTrip, expanding channel sales volume by 25%.
- **Acquisition Performance:** Drove PWA adoption and organic SEO architecture, cutting page latency by 15% and reducing acquisition drop-off.

ZIPGO | Business Analyst

2018 – 2019

- **Requirements & Insight:** Translated large-scale transit and operations data into business requirement documents and dashboards that lifted consumer NPS by 15%.
- **Engineering Coordination:** Served as the primary liaison between operations and engineering, prioritizing sprints and scoping features for municipal commuter lines.

COLLEGEDUNIA | Business Analyst

2017 – 2018

- **Organic Growth:** Directed SEO and content strategy using Google Analytics, scaling organic traffic from 1K to 25K unique daily visitors.
- **Revenue Analytics:** Optimized conversion funnels and ad placements, increasing direct ad-sales revenue by 20%.

CORE COMPETENCIES

Product & Strategy: Product Vision · Platform Strategy · Zero-to-One Launches · Customer Discovery & Interviews · Roadmapping & Backlog Prioritization · PRDs · Go-to-Market (GTM) Strategy · Cross-Functional Leadership · Growth · Marketplace & Consumer Internet

AI & Platform: Generative AI Products · Azure OpenAI · Gemini · Claude · ElevenLabs · Recommendation Engines · REST APIs · Webhooks · ATS Integrations · Workflow Automation · Role-Based Access Control (RBAC)

Data & Tools: SQL · Product Analytics (GA4, MoEngage, Microsoft Clarity) · A/B Testing & Experimentation · Agile (SAFe) · Jira · Figma · Notion · Confluence · Miro

EDUCATION & CERTIFICATIONS

B.Tech, Mechanical and Automation Engineering — Guru Gobind Singh Indraprastha University, New Delhi (2012 – 2016)
Certified SAFe® Product Owner / Product Manager (Scaled Agile, 2024) · AI for Product Management (Pendo, 2024) · Product-Led Growth Certification (Pendo, 2024)