

Shubham Sharan

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SUMMARY

Senior AI Product Manager and bootstrapped founder with 12+ years building, scaling, and monetizing B2B and B2C products. Proven track record leading product strategy, growth, and commercialization for a 300K+ talent marketplace and a global test-prep platform serving 100K+ candidates across 60+ countries, and building AI-native products and workflows on OpenAI, Claude, and other LLMs. Drives measurable gains in conversion, retention, and recurring revenue.

WORK EXPERIENCE

Huzzle

Senior AI Product Manager

Remote

Apr 2024 – Present

- Proposed and led Luna, an AI interviewer that automated first-round screening and scaled structured interviews from ~1,000 to ~12,000 per month, while preserving an optional human path to protect fairness and candidate trust.
- Increased active placements by 159%, monthly placements by 57%, and placement rates from 60% to 85%, while reducing time-to-placement from 24 to 16 days by redesigning the candidate funnel around AI-powered matching that surfaced the top 2–3 candidates from a 300K+ talent pool and a dual-model interview engine (Claude and OpenAI) that generated personalized interview experiences based on candidate profiles, job requirements, and client ICPs.
- Lifted revenue per placed candidate by 50% by launching Direct Hire, a second pricing plan (Huzzle Standard and Pro) alongside the existing commission-based Talent-on-Demand model, improving candidate retention and increasing average placement tenure from 2.75 to 4.5 months.

Zistre

Co-Founder & Head of Product

Bangalore, India

Jun 2021 – Mar 2024

- Co-founded and led product strategy, growth, and monetization for a global pre-employment test-preparation platform spanning CCAT, Wonderlic, SHL, and Predictive Index assessments, scaling the platform to 100K+ candidates and ~1,500 paid users/month across 60+ countries as an entirely bootstrapped business. Expanded into GRE and TOEFL preparation to unlock new demand streams as search interest in the core category declined.
- Increased conversion rates by ~20% and improved average order value by ~30% by repositioning a slow-selling one-month course into a shorter, urgency-aligned crash preparation program and introducing a 1:1 mentorship upsell (\$69–\$89), adopted by 8–10% of paid users.
- Improved conversion rates by ~30% in price-sensitive markets and increased payment success rates by nearly 20 percentage points through market-based pricing optimization, localization of the purchasing experience across six currencies (USD, GBP, EUR, AUD, SGD, and INR), migration from PayPal to a redesigned Stripe and Razorpay payment stack, and automated abandoned-checkout recovery campaigns leveraging targeted discounts and coupon-based incentives.
- Removed free tests, an A/B-tested decision that lifted conversion, and improved purchase confidence with a 30-day full-refund guarantee and pre-purchase AI assistance alongside complimentary 15-minute human expert consultation sessions.
- Designed and delivered end-to-end learning experiences across multiple test-preparation programs, developing curricula, study materials, mock assessments, and learning frameworks while personally mentoring hundreds of candidates.

Go Digital Lab

Co-Founder & Head of Operations

Bangalore, India

Oct 2015 – Apr 2021

- Founded and scaled a full-service digital consultancy spanning software development, web applications, performance marketing, and analytics, acquiring and managing 50+ B2B and B2C clients across the United States, Europe, Australia, and India. Led business development end-to-end, from prospecting and client pitches to contract negotiation and account growth, contributing to \$5M+ in measurable client revenue.
- Delivered 70+ client engagements across 8–10 concurrent projects, leading a 20+ member cross-functional team and building the operating foundation (delivery playbooks, client onboarding, analytics-driven reporting) that generated 25% repeat business, while advising owners and leadership teams on market research, competitor analysis, and growth priorities.

Cognizant

Programmer Analyst Trainee

Bangalore, India

Jul 2014 – Aug 2015

- Built and maintained enterprise applications across the full software development lifecycle in Agile client delivery teams.

EDUCATION

Maharashtra Institute of Technology

B.E. Information Technology

Pune, India

May 2014

SKILLS & CERTIFICATIONS

Skills: Market research & competitive analysis, Go-to-market strategy, Stakeholder management, Cross-functional leadership, Prioritization (RICE), Product requirements & specs (PRDs), Product roadmapping, Product discovery & user research (JTBD), A/B testing & experimentation, Agile/Scrum delivery, Product analytics, OKRs & North Star metrics, AI product strategy, AI/LLM product development, Prompt & Context engineering, Conversion rate optimization (CRO), Pricing strategy

Tools: Google Analytics, Mixpanel, SQL, Notion, Claude Code and Design, ChatGPT, Claude, OpenAI & Anthropic APIs, Perplexity, Data Studio, Google Search Console, Google Ads, Livekit, Lovable, HeyGen, Canva

Certifications: Product Management (IBM); Entrepreneurship Specialization (University of Pennsylvania)