

Sathvik V Anand

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PROFILE SUMMARY

Product and Product Marketing leader with 5+ years of experience scaling platforms from MVP to AI-native enterprise systems. Joined Careervira at an early-stage MVP and led its evolution across multiple phases: B2C marketplace scale-up, enterprise LXP-LMS development, and transformation into an AI-native workforce orchestration platform. Business-first PM with strong systems thinking and cross-functional leadership across EdTech, HRTech SaaS, E-Commerce and Healthcare.

WORK EXPERIENCE

➤ Careervira

Bangalore, India.

Manager – Product and Product Marketing

(September 2022 – March 2026)

Product Strategy, Platform Evolution & Leadership:

- Defined product-market fit (PMF) across B2C marketplace & B2B HRTech SaaS prior to roadmap planning
- Owned **product vision** spanning marketplace scale-up, enterprise expansion and AI-native transformation
- Conducted **competitor and ecosystem analysis** to identify scalable whitespace and define strategy
- Led **‘0 to 1’ and ‘1 to 10’ agile development**, overseeing end-to-end planning and execution
- Led cross-functional product delivery across Engineering, AI/ML, QA and Design (16+ team members)

B2C Marketplace Scaling (200K+ MAU | 20x Organic Growth):

- Scaled platform to **200,000+ monthly active users** through zero-CAC organic acquisition
- Drove **20x MAU growth** over two years via SEO optimisation, content scaling and recommendation systems
- Improved engagement metrics: **3x increase in session duration** and **15% reduction in bounce rate**

Enterprise SaaS Growth & AI-Native Transformation (10%+ MoM Growth):

- Scaled enterprise platform to **10,000+ active subscriptions**, with **10%+ month-on-month user growth**
- Led customer discovery with HR, L&D and leadership stakeholders to shape enterprise PMF inputs
- Designed role-based workflows across 5 core personas, improving usability and adoption
- Defined enterprise automation use cases and authored AI/ML requirement documents, translating business logic into execution
- Partnered with AI/ML and engineering teams to deliver **10+ ML models and 75+ pipelines**, powering recommendations, skill intelligence and orchestration capabilities

Product Marketing and GTM:

- Owned end-to-end product marketing, working directly with CEO to define **GTM strategy, positioning and growth roadmap**
- Defined ICPs, personas and use case-led GTM for enterprise SaaS across HR and L&D stakeholders
- Built differentiated positioning and messaging against global LXP-LMS competitors and AI-native platforms
- Developed enterprise website, product pages and content strategy to drive awareness and conversion
- Executed **multi-channel demand generation** across email, LinkedIn, Google, Meta and offline events
- Drove primary pipeline through targeted email campaigns, optimising for lead quality and conversion
- Led participation at HR and AI summits, generating enterprise leads and strengthening brand positioning

Enterprise Sales Enablement & POC Strategy:

- Led **POC strategy** for enterprise clients, defining use cases, success criteria and validation frameworks
- Enabled early-stage enterprise conversations, translating product capabilities into business outcomes
- Built sales enablement assets: pitch decks, solution narratives, use case one-pagers and demo frameworks
- Improved deal progression by identifying key objections and refining GTM narratives

➤ **Crompton Greaves Consumer Electricals Ltd.** **Mumbai, India.**
Management Trainee **(June 2022 - August 2022)**

- Led the 'Centralised Tele-Sales' project, under the supervision of the Head of Global Sales. Ran a pilot project with the dealers and retailers in Bangalore to formulate the SOP for the national project.
- Received **Pre-Placement Offer** upon successful completion of summer internship in June 2021
- Spearheaded trade marketing team's '**Distributor Salesmen (FOS) Incentives Automation**' project

➤ **Milaap Social Ventures India Pvt. Ltd.** **Bangalore, India.**
Senior Associate, Business Development **(April 2019 - March 2020)**

- **Built new partnerships** with Tier 1 Hospitals in Karnataka to generate crowdfunding leads
- **Engaged with CXO-level executives** at fintech firms, NBFCs to find suitable lending partners/financiers
- **Customer relationship management** of 400+ medical partners from South, East and North Regions of India
- Performed informal auditing of defaulters to identify potential NPAs and devised **strategy to reduce NPAs**

PROJECTS

➤ **Careervira** **Gurgaon, India.**
Product Manager (Intern) **(August 2021 - February 2022)**

- Received **Pre-Placement Offer** upon successful completion of the project
- **Devised product strategy for key products**, such as the payments ecosystem, learning management system, pre-purchase and post-purchase ecosystems
- Worked closely with the business development team to evaluate the **value proposition of a Learning Management System (LMS)** for the B2B market and **built a product roadmap for the LMS ecosystem**

EDUCATION

Symbiosis Institute of Business Management - Pune **Pune, India.**
MBA - Marketing **(2020 - 22)**

R N Shetty Institute of Technology **Bangalore, India.**
Bachelor of Engineering - Mechanical **(2014 - 18)**

POSITIONS OF RESPONSIBILITY

➤ **Information Systems and Media Relations Team, SIBM Pune** **Pune, India.**
Senior Member **(September 2020 - March 2022)**

- Oversaw campaigns and video projects as the Official Cinematographer and Chief Visual Media Advisor
- Organized PRoelio 2020, a national-level PR case study competition
- Organized 'The Official Batch Photoshoot' for the Batch of 2021

ACHIEVEMENTS

- Received Pre-Placement Offers from two organisations, post the completion of summer and winter internships
- Awarded '**Best Outgoing Student of RNSIT – 2018**' in the sports category, for representing and leading the college football team in numerous regional-level tournaments
- Certificate of Merit, Secondary School Examination, C.B.S.E., 2011-12
- Recipient of NTSE (National Talent Search Examination) Scholarship, awarded by NCERT

SKILLS, LANGUAGES & ACTIVITIES

Technical Skills:

- Product Design: Figma
- User Analytics: Hotjar, Google Analytics, Mixpanel
- Project Management: Jira, Plaky, Trello
- AI Tools: Replit, Lovable
- Marketing Tools: AdButler, Apollo.io

Languages:

- Fluent in English, Hindi
- Conversational proficiency in Kannada

Activities:

- Football: Represented college and school football teams in multiple regional-level tournaments
- Filmmaking, cinematography, and photography

CORE COMPETENCIES

Product Strategy & Product-Market Fit (PMF) | Product Discovery & Problem Framing | Roadmap Ownership & Prioritisation | '0 to 1' & '1 to 10' Platform Scaling | UX Strategy, Experience Architecture & Product Design | Stakeholder Management & Cross-Functional Leadership | AI-Native Product Transformation (Business Layer) | GTM Strategy & Positioning | Growth, Adoption & Engagement Optimisation | Enterprise Workflow Design