

Ekta Sengar

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Summary

Senior Product Manager with 10+ years delivering AI-powered SaaS and marketplace platforms from 0→1 (\$1B+ AGMV). Proven ability in generative AI tooling, product-led growth loops, and high-velocity launches (\$20M+ ARR, 300K+ customers). Skilled in A/B testing, user research, leveraging LLMs, and analytics to optimize product-market fit and drive growth. Expert at shaping product vision, defining roadmaps, and aligning cross-functional teams (engineering, design, GTM) to deliver impactful prosumer & B2B2C experiences.

Experience

Atlassian | Product Manager Senior Associate, Bangalore, India (Remote) Jul 2020 – Present
Leads Atlassian's New Offerings Charter, scaling licensing and growth across a \$6B+ Marketplace with 6K+ apps from 2K+ partners and 300K+ customers, driving extensibility and commercialization across the Ecosystem

Marketplace Platform & Growth

- Developed and executed growth loop strategy leveraging 5 ML/AI experiments (recommendations, personalization, sponsored ads, funnel optimization, and AI agent-assisted discovery); driving +3.7% app conversion & +7K paid installs within 6 months
 - Conducted 20+ enterprise customer interviews and applied AI-driven insight synthesis to shape strategy and experiments
- Shaped strategic vision and product roadmap for onboarding AI agents, services, and standalone third-party apps on Marketplace, aligning with company goals and AI productivity market trends to scale the platform; projected +\$25M ARR uplift (+20%)
- Defined monetization and pricing strategy for AI agents and apps, delivering ~\$20M ARR (16%) through consumption-based and value-based pricing models across 6K+ apps
- Owled end-to-end launch of enterprise licensing for Marketplace apps, collaborating with engg/design/finance/sales/GTM teams and 300+ ecosystem developers, enabling \$15M+ ACV (PwC, Citi, Ford, Honeywell, Accenture), and unlocking 600K+ enterprise seats
- Scaled Marketplace tiers to 100K+ users, unlocking 1.9M+ Jira seat migrations and boosting Data Center → Cloud adoption by 20%

AI & PM Craft

- Built 5 AI agents for PM workflows and introduced tools (Vercel v0, Replit, Figma Make, GPT-4/5), enabling 20+ PMs to prototype rapid iterations, reducing time-to-market by 15%
- Developed an AI-powered Partner Insights Tracker using Replit agents to analyze multi-source feedback (surveys, 20+ partner interviews, community forums, and support tickets); improving PSAT by 8% and accelerating roadmap prioritization
- Spearheaded Atlassian's brand strategy through *Product Tales Series* (150+ PMs) and Marketplace talks (Team'25 US/EU, Nagarro), strengthening the partner ecosystem and fueling a high-quality PM hiring pipeline (120 P50/60, 5 P70+)

Commerce Platform: Billing & Checkout

- Built and led the end-to-end billing and checkout journey on a microservices-based cloud platform onboarding 15+ Atlassian products, 500+ Marketplace apps, and \$1B ARR
- Defined and executed product strategy to migrate 200K+ customers and products through impact analysis, user research, and competitive insights; aligned engg/design/finance/GTM on a 4-quarter roadmap and success metrics
- Launched core microservices (subscriptions, usage, quotes, payments) from 0→1, scaling to diverse billing needs
- Simplified enterprise & SMB billing UX via data-driven design: +9% SEQ, -20% time on top tasks, -15% support contacts
- Ran growth experiments for in-product purchases, upgrades, and reactivations: +3% first full purchase growth, -4% churn
- Drove org-wide alignment through KPI-based leadership updates, improving visibility into goals/impact across teams
- Optimized GTM velocity via retrospectives and cross-org plays, reducing launch time by 15%

Intel | Technical Product Manager, Bengaluru, India Jul 2018 – Apr 2019

- Led strategy and development of IC reliability infrastructure for Intel's \$1B+ IoT and chip design portfolio, standardizing adoption across teams and saving ~\$1M; received AHM Star Award (top 0.5%)
- Partnered with product and engineering leaders to redesign IC verification algorithms, reducing validation time by 16%

NXP Semiconductors | Senior Design Engineer, Noida, India Jun 2014 – Jul 2018

- Designed and implemented performance, computing, and object detection features for 5+ automotive clients, achieving 3.5× compute efficiency and 2× processing speed
- Led quality and reliability initiatives, redefining regression models and metrics to meet ASIL-D safety standards; resolved 500+ failures, preventing ~\$2M in losses

Foospot | Co-founder, New Delhi, India Nov 2015 – Jul 2016

- Ideated and built a smart-parking platform using IoT/NFC; reducing costs by ~7.5× and serving ~6K+ customers/quarter
- Launched at AutoExpo'16 and scaled across public and private parking lots post-MVP pivot, leading deployment, partner onboarding, and support; generated \$15K in revenue.

Education

Reforge | Product Strategy, Mastering Product Management, Data for PM, Growth Series Jul 2021 – Mar 2023

Indian School of Business (ISB) | PGP in Management (Information & Tech, Marketing) Apr 2019 – Apr 2020

Delhi Technological University (DTU) | B.Tech, Electronics & Communication Engineering Aug 2010 – May 2014