Ishan Purohit

Senior Product Manager
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PROFESSIONAL SUMMARY

Senior Product Manager with 8 years across B2B SaaS, enterprise integrations, and fintech platforms. Built a 0-to-1 digital lending platform - Bizongo's first buyer-app lending flow live on ONDC - reaching INR 160 Cr sanctioned and cutting sanction time from 90 to 20 days. Launched a B2B procurement platform for 114 companies handling INR 173 Cr in purchase orders. Led 3 departments with 7 direct reports; standardized APIs across 26 vendors, cutting partner onboarding TAT by 90%; drove lending adoption across 500+ businesses. Since 2025, building and shipping own products end to end, including AI-based tools.

Live products: hb-cash.vercel.app | arth.onrender.com | humblebrag.framer.media

SKILLS

Product & Marketing: 0-to-1 Product Development, Go-to-Market (GTM) Strategy, Agile & Scrum, Business Process Automation, Stakeholder Management, B2B Consultative Sales, Account Management, Revenue Optimization, Strategic Partnerships, Customer Segmentation, Retention & Re-engagement

UX & Customer Insights: User Research, Wireframing, Prototyping, A/B Testing, Usability Testing

Fintech & Finance Workflows: Digital Lending, Loan Origination, ONDC, GST & Bank Validation, Fraud Detection, Reconciliation, Credit Notes & Settlements, Accounts Payable

Technical & Analytical: API-first Product Development, Low-code/No-code, Python (Scripting), Advanced SQL, REST API Integrations, iPaaS Platforms & Integrations, Retool, Automation Tooling, Metabase, Google Analytics, Power BI, Tableau, Excel (Advanced), HubSpot, Figma, Looker Studio, Jira, Confluence

AI & Builder Tools: LLM APIs (Gemini, Groq), prompt design, Vercel, Zoho Invoice, Google Sheets API, Telegram bots, TypeScript/React, Android prototyping

EXPERIENCE

Independent Product Builder & Co-Founder | Humble Brag - Arth - NaviJuni April 2025 - Present | Bengaluru

- Co-founded Humble Brag and solo-built its operating stack: a live finance dashboard on Google Sheets + Zoho Invoice + Vercel automating revenue, margin and cash tracking (hb-cash.vercel.app); profitable on all recorded activity, 92.1% operating margin
- Run client delivery at Humble Brag for healthcare, education, IT services, renewable energy and retail clients: LinkedIn and Instagram content, video, and pitch deck/GTM collateral; built and shipped the company website humblebrag.framer.media
- Started a company for women ethnic footwear and built and evaluated a database of 80+ footwear manufacturers, component suppliers and artisan partners across India, with ongoing pilots with 2 manufacturers

Senior Product Manager, Bizongo, Bengaluru April 2022 - March 2025

- Led the 0 to 1 motion for building & executing the digital lending platform, achieving 51% (1,000+ of 2,200+) digitisation of loan applications across 500 businesses
- Reduced loan sanction time from 90 to 20 days by improving UX, integrating CRM (HubSpot - full setup and ownership for BizFin, custom workflows and integrations), and training sales; enabled INR 160 Cr in sanctioned loans and INR 3 Cr in revenue
- Designed ONDC-enabled lender-borrower platform (government-backed initiative in India aimed at creating an open and inclusive e-commerce ecosystem) with product stories wireframed in Figma, cutting processing time to 2-5 days and making Bizongo the first buyer app live on the protocol
- Launched B2B Procurement Platform for 114 companies, handling INR 173 Cr in purchase orders
- Developed lean order management system, cutting order placement-to-confirmation from 1.5 hours to 1.5 seconds, reducing cancellations by 38%
- Developed a feature enabling finance to apply credit notes, reducing payables by INR 14 Cr in a quarter and INR 80 Cr in a year, while improving reconciliation speed by 70%
- Contributed to Bizongo's $260M+ fundraising journey by supporting CXOs in investor communications and showcasing core platform capabilities developed during product-led growth

Product Manager, Bizongo, Bengaluru August 2019 - March 2022

- Developed fraud detection system for automated GST returns validation, bank validation & anti-circular trade, detecting INR 5 Cr in suspect transactions

- Led SAP & iPaaS integrations, evaluated 26 vendors, and standardized APIs, reducing onboarding TAT from 10 to 1 hour (90%)
- Developed multiple process automations using low code tools, such as a bulk product toolkit allowing upload of 10k+ products for fast fashion customers, and one-click settlements, unblocking INR 14 Cr accounts payable for finance
- Led 3 departments with 7 direct reports, handling multiple areas for product stability: Product Intelligence (resolved 1200+ issues annually impacting INR 500 Cr revenue; built metric dashboards and several custom product reports in Metabase and Looker Studio, with heavy data visualization in Power BI and Tableau), Cataloguing (servicing client requests for product listing) and Quality Assurance (achieved 60% test case coverage and handled org-level stability)

Sales Manager, Bizongo, Bengaluru April 2018 - July 2019

- Managed INR 12 Cr portfolio with 110% revenue target achievement with customers like FirstCry, Naaptol, Pharmeasy, Myntra, Sesa care etc.
- Captured 100% packaging spend of customers & kept 95% wallet share in primary packaging
- Optimized margins & collections improving cash flow by ensuring a 25-day credit period
- Won Sales Shark of the year contributing to 20% of the total company revenue for the year by growing new customers such as Bewakoof by 10x

PROJECTS

- **Arth** (arth.onrender.com): AI platform that builds a writer's communication "fingerprint" from source material, then powers chat, a draft-composer, a saved-draft library and a Chrome extension for LinkedIn; routes across Gemini and Groq with failover. Built in TypeScript/React.
- **HB Cash** (hb-cash.vercel.app): turns Zoho Invoice and Google Sheets data into one profit model with a Telegram alert when figures change.
- **Mutual Fund Alerter**: Python tool that scores funds on ROI, volatility, drawdown and concentration, flags underperformers, replacement candidates and tax points, and sends Telegram alerts with Gemini-written notes.
- **Garlyc**: Android-first, India-focused food-intelligence app prototype that audits packaged-food purchases from Gmail orders, shared products and cart screenshots, scores them, and suggests reviewed healthier alternatives. V1 prototype with PRD and scoring rubric.

EDUCATION

- Master of Business Administration - Marketing, Institute of Management Technology, Ghaziabad, Uttar Pradesh (2016 - 2018)
- B.Tech - Electrical Engineering, Pandit Deendayal Petroleum University, Gandhinagar, Gujarat (2011 - 2015)