

HIRSCH KESHAV

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SUMMARY

Product Leader, SaaS founder, and agency owner with 9 years of experience; specializing in AI since 2019. I've managed products to \$23M in revenue, 51% engagement growth, and \$6M in funding at startups and large enterprises. Working with CEOs as the Head of Product and Product Lead, I've driven 4 products from 0 to 1.

BCom Sauder School of Business, University of British Columbia - 2013

EXPERIENCE

Owner and Principal Product Manager

2017 – present

Product Mgmt 360 Agency

- Served as a Head of Product & Product Lead to 8 companies in a freelance capacity
- Products managed from 0 to \$23M in revenue and \$6M in venture funding
- Built and managed multiple software development teams with up to 8 team members
- Experience with B2C, B2B, and B2B2C revenue models in fintech, insurance, martech, and HR tech industries
- AI projects include conversational AI chatbots, E-commerce ML recommendation engines, and ChatGPT integrations. Select contract projects detailed further below

CEO & Co-Founder (former Founder in Residence)

2021 – 2023

Sci-Insights AI; Entrepreneur First (deep-tech incubator backed by founders of DeepMind and LinkedIn)

- Co-founded Sci-Insights AI with CTO (MIT; PhD. in Biomedical ML) within the Entrepreneur First Incubator as part of their inaugural Toronto cohort
- Sci-Insights is 'Tableau for biotechs' – an ML data analysis SaaS product helping cancer researchers analyze and visualize genomic datasets for drug discoveries
- Led customer discovery, validation, business model formation, investor pitching, MVP design, and the beta user sales pipeline. Our product was used by scientists in 4 labs

Head of Product (Contract)

2022 – 2023

Demand Inc. (Leading Silicon Valley Sales Development agency with \$7B in client pipeline won)

- Led leads-discovery product from concept to MVP supporting 45 internal users
- Built and ran product function, hired and managed Head of Design, Engineering Manager, and 5 team members across Engineering, QA, Dev-ops, and Machine Learning
- Integrated chat GPT to write cold email copy as a feature within the leads-discovery product

Senior Product Manager (Contract)**2019 – 2020***Guestlogix (E-commerce mobile app for Travelers & Airline ancillary revenue, used by WestJet)*

- Scaled the product management team from 1 to 4 members. Aligned 4 product teams to achieve our MVP launch within 4 months, and win 6 airline-partner contracts worth \$9.6M ACV
- Led the ML recommendation engine team. We used NLP techniques (content filtering) to recommend personalized tour and transport offers to users
- Launched mobile iOS & Android apps with a travel agency partner in APAC and hit the Q1 '20 launch deadline, amid adapting the value proposition to address the Covid-19 pandemic

Founding Product Manager (Contract)**2019***Filament AI (UK-based applied AI consultancy for large enterprises, e.g. HSBC)*

- Built and managed the Product function, transforming the consultancy to being product-led with 2 AI products in-market
- Won 8 beta customers, valued at \$46K MRR (including L'Oréal, Royal Mail, Boehringer Ingelheim) with the MVP of the Chatbot Management platform
- Set up the Product for private equity investment. Defined a \$2M budget and target operating model for scaling the group product delivery team (including PMs, design, dev, and QA) from 7-27 members post-investment
- Evangelized a Product culture championing customer-centricity. Managed the product vision, roadmap, and key metrics and drove cross-functional teams including machine learning and data science

Senior Product Manager (3 direct reports; Contract)**2017 – 2019***Deloitte Ventures - Avenir (audit workflow automation product for accounting firms)*

- Led two products from pre-revenue to \$13M total. Launched an MVP and won a large enterprise custom-build project, where I led the delivery team – resulting in an accelerated rollout valued at \$3M
- Managed 3 Product Managers, coaching one from APM to PM level. Led the 13-member delivery team (4 PMs, 3 designers, 2 BSAs, 4 SMEs) and implemented discovery and validation processes to de-risk initiatives and ship faster
- Achieved all quarterly board-mandated product development milestones unlocking \$1.3M in funding. Planned the product roadmap for 3 pods and managed configuration vs customization tradeoffs with an enterprise client

Product Owner**2016 – 2017***CaseWare International Inc. (market leader in B2B accounting firm software; 300K+ users)*

- Grew monthly active users of the Cloud product by 51% YoY through focusing product development on key customer segments where we best achieved product-market fit
- Supported Go To Market teams through product demos, value proposition crafting and sales training, earning the opportunity to write the product's website copy that is still in use today
- Reduced discovery-to-code lead-time from 1 month to 2 weeks through wire-framing, requirement gathering, and testing with stakeholders through an iterative process

Associate; secondment on Tech Strategy Consulting Team

2014 – 2016

PricewaterhouseCoopers LLP

- Delivered an interactive 'Escape Room' Google Workspace demo to a Big 5 Bank, winning a paid pilot and earning a CEO Award nomination. The demo was adopted as a template globally for Google and Salesforce systems integration engagements
 - Co-founded a volunteer-based Innovation team with 6 cross-functional colleagues to find and deliver high-impact projects – resulting in the Google demo template
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