

# Jaskaran Bedi, MBA

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[LinkedIn](#) | [My Portfolio](#) | [Github](#)

Vancouver, BC

## SUMMARY

Product Manager with 6+ years in B2B SaaS driving product strategy from customer discovery to technical delivery. Expert at embedding AI/ML capabilities into platforms, automating workflows to improve efficiency (40%+ gains), and collaborating with engineering teams on scalable solutions. Track record of engaging with customers, influencing cross-functional stakeholders, and shipping products that generate \$6M+ in business outcomes.

## WORK EXPERIENCE

### **Business Consultant | Marmot-Bear Consulting | Canada | Nov'24 - Present**

Boutique startup consulting services. Own Business strategy and GTM for 2-3 clients concurrently (*self-employed*)

- **B2B SaaS (Automotive):** Drove product strategy by conducting stakeholder and customer interviews to organize and prioritize product roadmap, resulting in 25% faster feature delivery and increasing customer retention from 78% to 89% over 12 months
- **Hospital Foundation:** Optimized analytics infrastructure by auditing and improving measurement frameworks, implementing custom variables, and building self-service reporting that reduced ad-hoc requests by 65%
- **SMB (Service-Based):** Designed and launched a new revenue stream by developing an emergency response service model that generated 60% incremental revenue with 45-minute average response times

### **Senior Product Manager - Growth, Data, Insights & Reporting | Muckrack.com | USA | Nov'22 - Oct'24**

B2B SaaS, Public Relations Management software ~\$80M/year revenue (40% YoY Growth). Led product growth, strategy, analytics infrastructure, and platform architecture

- Identified expansion opportunities through customer interviews and usage data analysis, then defined requirements and launched 2 new product modules (journalist profiles and executive reporting suite) targeting underutilized user segments, resulting in an 18% higher product penetration and \$3.2M ARR increase
- Delivered an AI/ML capability for recommendation and anomaly detection, processing 5M data points to ensure data integrity and real-time trend monitoring for 940+ enterprise clients.
- Analyzed user drop-off patterns and discovered 35% abandonment at the feature discovery stage, designed and tested personalized onboarding flows, contextual tooltips, and outcome-based dashboard templates, resulting in a 17% YoY increase in DAU activation through 8 experiments over 6 months

### **Product Manager - Supply Chain Technology | Article.com | Canada/USA | May'21 - Aug'22**

E-commerce furniture company ~\$600M/year revenue ('21). Led post-purchase experience & logistics tech.

- Achieved a \$17MM increase in revenue by defining product strategy (post-purchase customer experience) focused on retention, re-engagement, and loyalty. Aligned cross-functional teams to measure and deliver business outcomes.
- Partnered with internal Data Science and Operations BUs to instrument real-time tracking capabilities, achieving 95% visibility and a 30% increase in customer satisfaction (CSAT).
- Engineered operational tooling solutions that enhanced delivery accuracy and customer experience, driving a 20% improvement in order fulfillment efficiency and impacting over 50,000 annual customer transactions.

### **Product Manager & Founder | wayble.com | Canada | Jun'19 - Aug'22**

0-1 edtech platform for immigrants. Led end-to-end product lifecycle from concept to market validation

- Built strategic product partnerships with 10 immigration support organizations (including the Government of Canada) and 2 professional networking platforms, defining integration requirements, technical specifications, and go-to-market strategies
- Owned complete product lifecycle from concept to launch: conducted customer discovery with 100+ target users, defined MVP requirements, partnered with Engineering on technical implementation, and iterated based on user feedback and analytics
- Drove product-market fit by scaling from prototype to 10,000+ early adopters through experimentation, analytics instrumentation, and data-driven iteration, generating \$5K+ MRR with a freemium service model

## Program Manager (Professional Services) | Fishtank Consulting | Canada | Jul'19 - Oct'20

Boutique IT consulting firm focused on Sitecore CMS, AI-ML search relevancy projects

- Led technical integration strategies for Salesforce CRM-Sitecore CMS platform connections, developing API specifications and data synchronization architecture that improved client conversion rates by 14%.
- Managed vendor relationships and technical roadmaps across 8+ concurrent enterprise projects, coordinating with Salesforce, Sitecore, and cloud infrastructure providers to deliver \$400K in annual revenue
- Facilitated cross-functional stakeholder management across 15+ internal and external teams, conducting trade-off analyses between performance optimization, user experience requirements, and dev feasibility.

## EDUCATION

- 2017 - 2019 MBA - Innovation & Entrepreneurship, University of British Columbia (Vancouver, Canada)  
2010 - 2013 Bachelor's, Commerce (Honors), Delhi University

## SKILLS

**Product Core:** Product Strategy, Roadmapping, Prioritization, Stakeholder Management, GTM Strategy

**Platform & Data:** SQL, API Integrations (REST), Data Visualization (Tableau), Identity (OAuth)

**Technical & AI:** LLM Prompt Engineering (Anthropic/Claude), Python (Pandas/NumPy), JSON, System Architecture.

**Execution:** Cross-functional Influence, Process Mapping, Agile/Scrum, Requirement Gathering

## CERTIFICATIONS

- 2025 Anthropic - AI Fundamentals: Fluency & Frameworks  
2024 Reforge - Growth Series  
2023 University of California, Davis - SQL for Data Science  
2023 ProductLed - Fundamentals Certification  
2019 Advanced Google Analytics

## TECHNICAL PROJECTS & AI DEVELOPMENT

- Automatic Blog Scrapping + LI Post Generator: [Here](#) (APIs - Anthropic + LI OAuth, NodeJS, PostgreSQL)
- Scan - Barcode scanner for Groceries: [Here](#) (Lovable, React + Tailwind CSS, APIs)
- Scraper + Sentiment Analysis tool for iOS available reviews: [Here](#) (ClaudeCode, Pandas, numpy, TextBlob, json)
- Chrome Extension - One click URL saving in Notion: [Here](#) (CursorIDE, JavaScript, Webpack, NotionAPI)

## COMMUNITY LEADERSHIP

- 2024 - 2025 ProductBC, Events Lead  
2024 Young Women in Business, SFU, Instructor - Product Management  
2021 - 2023 ProductBC, Mentorship Program Lead  
2021 - 2022 YELL Canada, Mentor - Product