

PLABON SHEKH

Senior Product Manager | AI & Digital Products | 8+ Years

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PROFESSIONAL SUMMARY

Senior Product Manager with 8+ years delivering AI-powered and digital products end-to-end — from 0→1 AI SaaS to large-scale enterprise and consumer platforms. Hands-on AI product experience: led an in-house AI hiring SaaS to 94% matching accuracy and built an ML-powered CDR analytics platform from scratch. Strong technical foundation applied in practice: comfortable navigating system design discussions, working directly alongside engineering and data science teams, and making model quality, latency, and cost tradeoffs grounded in real usage data. Active daily user of Claude, ChatGPT, and other LLM tools — builds custom AI workflows into product delivery processes, not just as a talking point. Consistent commercial mindset: defines success metrics before building, ships with accountability, and drives decisions from data. Track record across B2B SaaS, consumer mobile, fintech integrations, enterprise ERP, and government platforms across 3–4 concurrent product tracks.

PROFESSIONAL EXPERIENCE

Senior Product Manager – AI & Digital Products

July 2023 – Present

Penta Global Ltd. · Dhaka, Bangladesh

Key Products: Voxcruit (AI SaaS) · CDR Analytics Platform (ML/AI) · BDRIS · Election Management System · Election Mobile App · Neustring (B2B SaaS) · Enterprise ERP

- Built **Voxcruit**, an in-house AI hiring SaaS, from 0→1 — defined product vision, model requirements, and evaluation criteria for the AI matching and ranking engine; ran iterative experimentation cycles with engineering and data science; monitored model performance in production; shipped to **94% candidate matching accuracy** with 2.5x faster processing time.
- Led product vision and delivery for an in-house **CDR analytics platform** — conducted ML model evaluation for graph-based link analysis and anomaly detection; defined data pipeline architecture requirements, quality metrics, and evaluation criteria; partnered directly with engineering and data science on system design decisions. Proactively identified and scoped this initiative without being asked.
- Owned product delivery for **BDRIS** — Bangladesh's national digital ID platform — within a compliance-bound government environment. Translated regulatory requirements into product specifications and acceptance criteria, coordinated across engineering, QA, legal, and government stakeholders, and reduced **release cycle time by 20%** through structured sprint cadence.
- Led roadmap and delivery for the **Election Management System** — a nationally-deployed, high-availability platform serving live nationwide electoral operations. Managed cross-functional delivery, surfaced risks proactively, and maintained **zero downtime** throughout operations.
- Directed **Enterprise ERP implementation for the Anti-Corruption Commission of Bangladesh** across 47 distributed offices — led full rollout from requirements through go-live; reduced **manual reporting by 25%** and improved operational oversight across distributed field offices.
- Drove consumer product growth for the **Election Mobile App** — A/B tested onboarding flows and engagement strategies, monitored feature adoption metrics, and drove **1M+ downloads within 30 days** of launch.
- Led commercial delivery for **Neustring** (B2B SaaS, enterprise telecom clients) — ran structured discovery, translated client requirements into product specifications, and shipped improvements achieving **70% enterprise CSAT** and 30% reduction in time-to-value.
- Use **Claude, ChatGPT, and Notion AI** daily — built repeatable LLM workflows for PRD drafting, evaluation synthesis, sprint documentation, and stakeholder updates, significantly reducing overhead across all active product tracks.

Senior Product Manager

May 2022 – June 2023

ArchiConnect · Remote · B2B Digital Marketplace

- Led the country's largest professional marketplace for building professionals, scaling from **0 to 500 clients in 6 months**; simultaneously launched the country's first dedicated construction-materials e-commerce platform — two concurrent 0→1 products running in parallel.
- Drove **80% month-over-month revenue growth** for three consecutive months — identified the highest-leverage conversion and pricing levers through funnel analysis, ran structured experiments to validate each hypothesis, and shipped on a tight cadence.
- Ran **3 simultaneous large-scale product development tracks** across **6 cross-functional teams of 25 people** (engineering, marketing, sales) — all delivered on time and under budget.
- Worked directly with backend engineers to design a **scalable product and database architecture** — ensured the technical foundation could handle rapid growth and evolving product requirements without rework.

- Increased **user retention by 35%** through improved app features and usability testing; increased **conversion by 30%** via a redesigned homepage validated through A/B testing — both grounded in **50+ stakeholder interviews** and behavioral data.

Co-Founder · Founding Engineer → Product Manager

November 2018 – April 2022

Rokkhi IT Solutions Ltd. · Dhaka, Bangladesh

- Started as the **founding engineer** — built the backend, mobile frontend, and coding standards from scratch, shipped the home-services marketplace through Covid, then scaled into product and team leadership; hired and managed across engineering, sales, and delivery.
- Recognised a market gap and launched a new **hardware product line before competitors moved** — validated through user research and competitive analysis, defined product requirements, coordinated cross-functional delivery, and drove **20% revenue growth** through targeted go-to-market execution.
- Secured **\$0.5M in angel and venture capital funding** from UK, Australian, and local investors — built data-backed business cases, unit economics models, and growth metric presentations; managed ongoing investor and board communications throughout.
- Implemented cost-saving measures resulting in **\$200k annual reduction** in operating expenses through data-driven process improvements and operational discipline.
- Ran **A/B testing across product surfaces and digital marketing campaigns** to drive engagement and conversion — grew **platform engagement by 60%**, maintained **NPS 60+**, and achieved **30% higher customer acquisition**.
- Delivered high-impact digital solutions for **UNICEF Bangladesh** within an internationally governed, high-accountability delivery environment.

Founding Engineer & Product Manager — Gorjon

October 2017 – October 2018

Plan International Bangladesh · Gorjon App · Remote

- Solo-built the Gorjon app end-to-end — designed the database, architected the backend, and developed the mobile frontend; owned the full lifecycle: **design → code → release**.
- Conducted **user research across 10 slum communities** and translated findings directly into shipped features — no intermediary, no handoff, just research straight into product decisions.

SKILLS & COMPETENCIES

AI & ML Products: AI SaaS 0→1 Delivery, LLM Product Strategy, ML Model Evaluation & Selection, Data Pipeline Products, Offline & Online Experimentation, Training Data Quality, Model Performance Monitoring, Quality/Latency/Cost Tradeoffs, Prompt Engineering

Product Execution: Roadmapping, PRDs & Acceptance Criteria, Backlog Management, Sprint Planning, Agile Delivery, 0→1 Product Development, Cross-functional Coordination, Stakeholder Management

Analytics & Growth: KPI & Metrics Definition, A/B Test Design & Execution, Funnel & Adoption Analysis, User Research & Synthesis, Data-driven Prioritisation, Revenue & Engagement Tracking

AI Tools: Claude, ChatGPT, Gemini, Notion AI — daily use; custom LLM workflows for PRD drafting, evaluation synthesis, and stakeholder communication

Tools: Jira, ClickUp, Notion, Figma, Miro, Google Analytics, Mixpanel, Metabase, Excel / Google Sheets, SQL, Python (Data Science)

EDUCATION & CERTIFICATIONS

BBA in Entrepreneurship

Daffodil International University

Computer Science & Engineering

University of Dhaka

Certifications: AI Generalist (Outskill) · Python Essentials for Data Science (edX) · Google Data Analytics (Coursera) · Digital Product Management (Ostad) · Product Management Career Program (HDNB) · Agile Methodology for Startups

AWARDS & ACHIEVEMENTS

- Champion — Ideathon & BIZ-Fiesta National Business Competition
- Runner-up — Get in the Ring, BRACATHON & National Hackathon
- BASIS National ICT Award — recognised for technology innovation and impact
- Start-up Grant — ICT Division, Government of Bangladesh
- Entrepreneur of the Year 2019