

AATUM DESAI

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SUMMARY

UCLA Anderson MBA and Business Strategy & Insights Manager at Productboard (B2B SaaS), leading cross-functional strategy across Product, GTM, and monetization. Translate complex analysis into clear prioritization, growth, and expansion decisions, partnering with senior stakeholders to drive alignment and execution.

EXPERIENCE

PRODUCTBOARD - *B2B product management SaaS (Series D, 260M+ Raised)* San Francisco, CA
Business Strategy & Insights Manager September 2025 – Present

- Led tradeoff-based prioritization study (MaxDiff) across 65 AI use cases for product managers, informing AI roadmap focus and GTM positioning around highest-impact adoption drivers
- Designed and drove a revenue capture strategy for customers exceeding contracted seat limits, converting product usage analytics into actionable expansion motions for Sales
- Identified account fragmentation between self-serve and enterprise customers and designed consolidation motion, improving account-level adoption within existing enterprise contracts
- Act as internal strategy consultant across Product, Marketing, Sales, and Finance, aligning stakeholders to execute high-priority initiatives and establish scalable operating frameworks

ABBOTT Alameda, CA
Product Manager Intern (MBA) June 2024 – August 2024

- Conducted primary research with healthcare providers to identify adoption drivers for medical device product, informing segmented product positioning aligned to provider priorities

PINN INVESTMENTS - *\$100M in real estate and venture capital investments* Newport Beach, CA
Senior Associate, Strategy & Operations | Associate | Analyst December 2018 – February 2024

- Spearheaded 0-to-1 product concept development for Marriott hotel, synthesizing market, competitive, and customer inputs to define product offering in partnership with design, driving 14% uplift in projected IRR
- Drove \$65M divestiture of a flagship asset, leading due diligence, financial modeling, and positioning strategy to achieve a record-setting valuation and 120% return on equity
- Directed 20+ person cross-functional task force on \$34M construction dispute, delivering forensic analysis to inform legal strategy and reduce exposure by \$11M
- Enabled \$12M in capital-deployment decisions by evaluating acquisition and ground-up development opportunities, modeling ROI, strategic fit, and long-term growth alignment

AMADA AMERICA Buena Park, CA
Mechanical Design Engineer February 2018 – December 2018

EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT Los Angeles, CA
Master of Business Administration, Marketing Analytics and Finance Specializations July 2023 – June 2025

- *Honors:* Dean's Fellowship, Investment Fund Fellowship, Tepper Tech Challenge (2nd Place), GMAT 730 (96th percentile)
- *Membership:* Management Consulting Association (Director), Tech Business Association
- *Capstone:* Advised client on acquisition of online car auction platform, developed GTM strategy rooted in customer research

GEORGIA INSTITUTE OF TECHNOLOGY Atlanta, GA
Bachelor of Science, Mechanical Engineering August 2013 – May 2017

SKILLS

- *Skills:* Corporate and Growth Strategy | Product Growth and Analytics | Business Operations (BizOps) | Go-to-Market Strategy | Pricing and Monetization | Financial Modeling and Capital Allocation | Market and Customer Research
- *Technical & Analytics:* SQL | Conjoint / MaxDiff (Sawtooth) | Tableau | Excel (Advanced) | Python | R