

# ADITYA MAJUMDAR

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Technical product leader experienced in going 0 → 1 at early-stage SaaS startups. Track record includes startup acquisition (ZenIQ), 3x user growth post-integration at 6sense, and patent-pending AI-driven product features.

## EXPERIENCE

**ResiChain - Building agentic SaaS navigating supply chain disruptions for SMBs** **San Francisco, CA**  
**Co-founder & Product Lead** **2023-Present**

Leading product research, design, development and testing of the ResiChain platform (available to initial pilot customers)

- Defined greenfield product vision by identifying a market gap for SMBs. Interviewed 300+ prospects, customers, and supply chain experts to validate and improve ResiChain's automated ability to identify & resolve predicted disruptions
- Building functional prototypes using Python and AI-assisted tools like Claude Code and Cursor. Prototyped & launched features include: interactive supply chain network map, ML-based disruption alerts, inventory planning recommendations, etc.
- Focused initial development requirements on an intelligent, free-form data ingestion process to map customer's supply chain data to internal data model, creating single source of truth for customer and building technical foundation for closed-loop agentic workflows

**CommerceIQ - Series D, raised \$196M, backed by Insight Partners, Softbank** **San Jose, CA**  
**Principal Product Manager** **2022-2023**

- Launched new reporting features showcasing proprietary iROAS (incremental Return on Ad Spend) metric, leading to 10% increase in retail advertising budget managed through CIQ platform.
- Led product marketing of iROAS as core evaluation metric for a multi-channel retail media strategy, by publishing customer stories and hosting webinars with customers and partners, which was required to gain user trust & engagement with CIQ's AI Co-Pilot for Amazon

**Amazon - AWS Honeycode team (no-code development application)** **San Francisco, CA**  
**Senior Product Manager - Technical, Intern** **2021**

- Identified innovation opportunities through competitive analysis, mass-market survey, and user interviews across key user personas
- Determined the highest-ROI investments & GTM partnerships for next three years; achieved alignment with heads of PM/Eng/CS

**6sense - Series E, raised \$426M, backed by Insight Partners, Tiger Global Management** **San Francisco, CA**  
**Senior Product Manager** **2018-2020**

- Planned and executed a multi-year vision to integrate the ZenIQ product. Directed 20+ member global team in managing deprecations, migrations and enhancements, while maintaining alignment with all customers, customer-facing teams, and the executive team
- Tripled DAUs and increased ACV by 20% by delivering a new product suite for sales reps within Salesforce, representing a strategic expansion for the platform's user base and significant new lever in contract packaging
- Product scope expanded to leading all user-facing modules of the web platform (AI-enabled ABM orchestrations, reporting & analytics, configuring custom data syncs with CRM and MAP systems, etc).
- Led design & development of AI Keywords Recommendations feature ([patent pending](#)), leading to 25% faster onboarding experience

**ZenIQ - Seed-stage startup acquired by 6sense** **Sunnyvale, CA**  
**Director of Product Management & Product Marketing - (continued post-acq. at 6sense as Senior PM)** **2017-2018**

- Led product management & product marketing functions at a seed-stage startup, leading to a market-shifting acquisition
- Increased revenue by 10% by expanding user base to sales professionals, through custom alerts and Chrome Extension for Salesforce
- Accelerated sales cycle by 17% by developing automated pre-sales analysis reports
- Expanded market share of voice by 27% through analyst pitches, conference presentations and GTM partnerships

**Captora - Series B, raised \$27M, backed by NEA, Bain Capital Ventures** **Mountain View, CA**  
**Product Manager** **2015-2017**

First product hire at Series B Marketing Tech startup - initially started as hybrid PM + backend engineer:

- Led largest release in company history: an expansion into Paid Advertising, leading to 150% increase in ad budget managed through Captora, and 17% increase in revenue
- Simplified critical workflows based on engagement data & usability testing, leading to 38% increase in weekly campaigns launched
- Accelerated onboarding from 60 to 30 days by designing a planning template and new process to increase cross-team collaboration

## EDUCATION

**THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA** **Philadelphia, PA**  
**Master of Business Administration; Majors in Finance & Entrepreneurship** **2020-2022**

- [Venture Foragers](#) (Org. Lead); Founders' Club (VP Community); William P. Lauder [Leadership Fellow](#)
- MBA Investment Fellow at Pathway Ventures; focused on Future of Work in Industry 4.0

**COLUMBIA UNIVERSITY** **New York, NY**  
**Bachelor of Science in Computer Science (Artificial Intelligence track), Minor in Entrepreneurship** **2011-2015**

- Machine Learning Researcher in the [Intrusion Detection Systems Lab](#)