Dinesh Bhasin

Product Manager — Digital Public Infrastructure · Enterprise SaaS · Logistics-Tech

+91 94691 18800 / dineshbhasin8@gmail.com
linkedin.com/in/dineshbhasin / Gurugram, Haryana, India

1,300+	70+	₹3 Cr	25K+
ORGANISATIONS ON NATIONAL TRADE PLATFORM	APIS DOCUMENTED — BHARAT LOGISTICS STACK	ENTERPRISE CONTRACT CLOSED & SCALED	USERS ACROSS 15 COUNTRIES

Product leader with **9+ years** spanning UI/UX design, enterprise B2B SaaS, and national-scale Digital Public Infrastructure (DPI). Currently own core modules of India's national logistics interoperability stack — an API-first data exchange layer connecting **1,300+ organisations** across government, trade, and logistics stakeholders for cross-border trade facilitation. Moved from enterprise SaaS product leadership into DPI ownership, trading org-chart altitude for national-scale scope and policy impact. Track record includes closing and scaling a **₹3 Cr enterprise contract**, expanding a platform to **25,000+ users across 15 countries**, and translating regulatory intent into shippable, API-documented product.

01 EXPERIENCE

MAR 2026 – PRESENT
NEW DELHI

Product Manager

NICDC Logistics Data Services Limited (NLDSL) — National Industrial Corridor Development Corporation

Own product lifecycle for India's national logistics interoperability stack — an API-first trade-facilitation data exchange layer used by government agencies, importers, exporters, and transporters (public platforms: Logistics Data Bank, Unified Logistics Interface Platform, Track Your Trade, Terminal Management System).

- Authored the **Master Application PRD** spanning **1,300+ registered organisations and 70+ APIs**, establishing the single source of truth for engineering, design, and ministry stakeholders.
- Produced persona-wise **API documentation and payload specifications** (Bharat Logistics Stack) presented to the **NLDSL Chairman and Ministry of Commerce & Industry** stakeholders.
- Leading the **3rd national developer hackathon** (₹50L budget, Oct 2026 target) to drive third-party adoption of the platform's API layer.
- Drafted **Chairman-level inter-agency correspondence** (DO letters to DGFT) to integrate Certificate of Origin and RCMC issuance workflows into the national trade platform.

2020 – FEB 2026
INDIA

Sr. Manager — Product & Partnerships

Master-O — B2B SaaS, Sales Readiness Platform

Led product strategy and execution for an AI-enabled sales-readiness SaaS platform, owning enterprise accounts and cross-functional delivery.

- Closed and scaled a **₹3 Cr annual enterprise contract** with Mahindra Group; grew the Bajaj Auto engagement to **25,000+ users across 5 business units and 15 countries** via a federated-learning-based scaling model.
- Led cross-functional squads (Engineering, Design, Marketing, Sales) to **100% on-time delivery across 3 consecutive quarters** (FY22–23), reducing feature delivery time by **30%** through sprint and backlog optimization.
- Directed competitive research that repositioned the platform around "Sales Readiness," contributing to a **3x improvement** in client sales-conversion outcomes.
- Spearheaded **"Roleplays by Master-O,"** an LLM-based (OpenAI, Gemini) coaching tool adopted by **Axis Bank and Aditya Birla Group**.

01 EXPERIENCE, CONT.

2018 – 2020
NEW DELHI

Senior UI/UX Designer

IAM Group of Companies — Enterprise Web & Product Design

- Directed usability and design strategy across the company's digital product portfolio, influencing customer experience company-wide.

2017 – 2018
NEW DELHI

UI/UX Designer

Crunch Labs Pvt. Ltd. — Mobile Product Design

- Designed end-to-end Android/iOS product UIs, establishing the company's visual brand identity from the ground up.

02 EDUCATION

2014 – 2018

Bachelor of Technology — Computer Science

Amity University, Noida

2025

Certification in Product Management & Agentic AI

Vishlesan i-Hub, IIT Patna

03 EXPERTISE & SKILLS

DPI / GOVTECH	API Strategy & Documentation · Interoperability Standards · Ministry & Government Stakeholder Management · Regulatory-to-Product Translation · National-Scale Platform Ownership
PRODUCT	Product Strategy · Roadmapping · PRD Writing · Stakeholder Management · Product Lifecycle Management · GTM Strategy · Competitive Analysis
RESEARCH & UX	User Research · Wireframing · UI/UX Workflows · Usability Studies · Heuristic Evaluation · A/B Testing · Prototyping
DELIVERY	Agile / Scrum · Sprint Planning · Backlog Prioritization · Cross-Functional Leadership · Test Case Authoring · Release Management
AI & DATA	Agentic AI · LLM Integration (OpenAI, Gemini) · Federated Learning Strategy · KPI Tracking · Product Analytics
TOOLS	JIRA · Confluence · Figma · Mixpanel · Postman · OpenAI APIs · Google Analytics

04 AWARDS & RECOGNITION

- **Closed Mahindra Group Enterprise Account (2023)** — ₹3 Cr annual contract
- **Employee of the Year (2021)** — Master-O
- **Scaled to 25,000+ users across 15 countries** — Bajaj Auto rollout
- **Ultimate Team Player (2022)** — Master-O