SARTHAK GAIKWAD

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SUMMARY

Product and technology leader with 5+ years of experience building digital products for Fortune 500, BFSI and government clients. Currently own the technology P&L at Sparkt, where revenue grew 48% without adding headcount. Have shipped conversational AI, computer vision and consumer mobile products, and won three national awards in 2025 including a Grand Prix.

PROFESSIONAL EXPERIENCE

Director of Technology, Sparkt Private Limited — Mumbai | Sep 2025 to Present

- Own the technology P&L, pricing and commercial scoping for a team of 13 across design, frontend, backend and SEO, reporting to the Managing Director.
- **Grew technology revenue by 48%, from Rs 2.4 Cr to Rs 3.5 Cr between 2023 and 2025, without adding headcount**. Did this by moving the team out of frontend and backend silos into AI assisted full stack delivery using Claude Code and Cursor.
- Shipped **Insta Answers** for Phillips Corporation, a conversational AI assistant built into their machinist app for machine documentation, guided learning and interview prep. Machinists used to submit a query form and wait for a human expert to reply. The assistant now answers instantly in the app and has **cut expert routed queries by 43%**. Won Gold for Best AI Powered Conversational Experience.
- Improved revenue realisation from 83% to 95% of booked sales by tightening project scoping and pricing before contracts are signed.
- Evaluate and select AI models and vendors, and decide how LLM capability is built into client facing products.
- Leading the shift from services to product revenue through two internal builds: Ansyra for AI led SEO and AEO, and AgencyOS for agency operations.

Product Manager, Sparkt Private Limited — Mumbai | Apr 2023 to Sep 2025

- Owned product for **Strata Sphere** at Strata Geosystems. In a new category, the sales team could not explain the engineering and the engineers could not sell. Chose a map first visualiser over a standard product catalogue, showing where each geosynthetic actually applies, with offline maps so reps could still present at sites with poor network. **Won Grand Prix and Silver.**
- Led product and design for a Government of Karnataka citizen mobile app, now past **100,000 downloads**.
- Designed a gold loan estimator for Piramal Finance using computer vision, letting customers photograph their jewellery and get an indicative loan value before visiting a branch.
- Worked with Phillips Corporation's US and India marketing teams to turn their requirements into shipped app features, **increasing new user acquisition by 20%**.
- Delivered 30+ projects across BFSI, pharma, FMCG, industrial and public sector for clients including P&G, Piramal, IIFL, Generali Central Life Insurance, Glenmark and Emcure.
- Built the delivery process from scratch, covering sprint cadence, documentation standards, a design system and an estimation framework.

Project Manager and Application Developer, Brandshark — Bengaluru | Apr 2022 to Apr 2023

- Delivered 15+ web and mobile projects with a team of 7 designers and developers, using WordPress, Shopify and custom stacks. Clients included Third Wave Coffee, MyMuse, Stellaris Venture Partners and Lotus Diagnostics.
- Built two Flutter e-commerce applications end to end, from architecture through to store release.
- Ran branding, positioning, launch and scaling for a sustainable clothing startup as the sole product owner.

AWARDS

- **Grand Prix, Best Interactive Digital Experience**, Campaign Crest 2025. Won for Strata Sphere.
- **Gold, Best AI Powered Conversational Experience**, Campaign Crest 2025. Won for Insta Answers at Phillips Corporation.
- **Silver, Best Mobile App Experience**, Campaign Crest 2025. Won for the Strata Sphere mobile app.

SKILLS

Product: Product discovery, roadmapping, user stories and use cases, wireframing, prioritisation, agile delivery, estimation, commercial scoping, stakeholder management

AI: LLM product design, conversational AI, model and vendor evaluation, AI assisted engineering workflows (Claude Code, Cursor)

Tools: Jira, Confluence, Figma, Miro, Notion, Slack, Google Analytics 4, Google Search Console, Hotjar, GetStream

Languages: English, Hindi, Marathi

EDUCATION

B.Tech, Computer Science, Manipal University Jaipur — Jaipur | 2017 to 2021