

# SURESH JEYAVERASINGAM

Technical Product Manager | B2B SaaS | Platform & Data Products  
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## PROFESSIONAL SUMMARY

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Product Manager with 12+ years leading ambiguous, high-stakes B2B SaaS initiatives in data-driven and compliance-driven environments. Proven track record delivering zero-to-one and scaled products serving millions of users, with measurable outcomes across revenue growth, operational efficiency, and regulatory compliance. Brings strong technical depth in developer tooling, API platforms, and data pipelines, with growing specialization in AI-enabled product systems, translating emerging LLM capabilities into scalable, reusable platform features and product experiences.

## PROFESSIONAL EXPERIENCE

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### EXCHANGE SOLUTIONS

**Technical Product Manager** | January 2022 – March 2026

*Led platform and data driven product initiatives for a Loyalty SaaS platform serving 6M+ members across pharmacy, fuel, and building supply verticals.*

- **Owned roadmap prioritization and sequencing** for platform and **integration** initiatives, partnering closely with engineering, data, and architecture teams to deliver scalable, privacy compliant systems supporting **6M+ users**.
- **Defined and delivered a gameplay-based reward currency** reaching **6M+** loyalty members, enabling marketers to create chance-based offers across four core gameplay mechanics.
  - **Tradeoff:** Intentionally limited initial launch to four proven mechanics informed by industry patterns (Temu-style gamification), prioritizing speed-to-market, operational simplicity, and measurable learning over broad customization.
- **Led end-to-end strategy and delivery of cash redemption capability** by integrating with a 3rd party payments provider (Tipalti), expanding loyalty redemptions to ACH (US) and Direct Deposit (Canada), enabling an initial **\$600K annual payout volume**, with architecture designed to scale to **seven-figure** B2B redemption programs.
  - **Tradeoff:** Chose batch-based payout processing over real time approvals due to provider constraints, enabling single approval workflow to process 200+ payouts per day, significantly improving operational throughput and reliability.
- Identified and prioritized a **“Right to Forget”** capability after customer discovery and risk analysis surfaced retained PII post-account closure. Aligned the platform with **PIPEDA, GDPR, and CCPA** while reducing regulatory exposure across 6M+ members and eliminating ~80 hours (2 FTE employees) of manual data cleansing.
- **Owned** large-scale data platform initiatives, including ETL modernization that reduced migration of **6M+ member records** from **multiple days to under 4 hours**, materially improving onboarding and operational reliability.

- **Diagnosed platform bottlenecks using product analytics**, partnering with engineering to achieve **sub-750ms API** response times and improve reliability under peak load.
- **Drove cross-functional alignment across product, engineering, data, and architecture** to design a scalable pipeline enabling syndication of **60M+ personalized** offers via Snowflake data sharing to external Email Service Providers.
- **Established durable product operating rhythm**, embedding customer feedback into quarterly planning and enabling a predictable 6-week release cadence across multiple teams.
- **Developed AI-assisted developer** tooling by **leveraging LLMs** to generate **API documentation** and **“recipe-style”** integration guides directly from codebase context, exploring prompt orchestration and structured output generation to improve developer experience and reduce onboarding friction.
- **Explored AI-enabled product workflows**, including early-stage prototyping of LLM-driven features and evaluation of orchestration patterns to support scalable, reusable AI capabilities across platform services.

## eSCRIBE MEETING MANAGEMENT

**Senior Product Manager / Product Manager** | January 2018 – December 2021

*Directed multi-platform product strategy for SaaS meeting management platform.*

- **Owned end-to-end product direction as the first PM**, shaping roadmap, pricing, and go-to-market decisions while scaling platform from **\$20K → \$200K MRR (20 → 300+ municipal customers)**.
- Launched **new product** (Board Manager) from **concept → market** in 4 months, acquiring **16 clients in 2 years**.
- Led cross-functional team initiative with engineering and architecture teams to enhance real-time voting data pipeline to support **50+** concurrent voters while securely capturing and tabulating votes during in-person council sessions streamed online.
- Led migration of legacy search systems to modern distributed search infrastructure (Elastic Search), reducing document retrieval to **less than 3s** while improving accessibility compliance (**WCAG 2.0**).
- Boosted NPS from **1 to 34 in 24 months** by embedding structured feedback loops and rapid iteration into product culture.

## TELEDYNE CARIS

**Product Owner / Product Manager** | August 2013 – December 2017

*Led geospatial database publication tool development (Windows Desktop Software) from inception to market launch.*

- Executed rapid product launch of “HPD Publications” from **concept to market launch** in 2 months, securing 2 major industry clients in the first year and establishing a new up sell opportunity for Teledyne.
- Led cross functional initiative with **engineering** to design an ETL pipeline to extract and transform geospatial data into professionally formatted nautical publications. This

improvement significantly reduced document generation time from **3 weeks** to **5 days** by replacing XSLT based workflow with more performant Python tooling.

- Trained **200+** clients across 10 countries on Hydrographic Production Database suite. Optimized client geospatial workflows as expert consultant.

*Technical Consultant & Product Analyst | 2008 – 2013*

## EDUCATION

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**Master of Business Administration** (Entrepreneurship Concentration) – University of New Brunswick | 2011–2014

**Bachelor of Science, Geomatics Engineering & Bachelor of Computer Science** – University of New Brunswick | 2003–2008

## SELECTED PROJECTS

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### Global Event Tracker (AI-Enabled Product Experiment)

- Designed and built an AI-powered system that transforms real-world events into structured, narrative-driven outputs, exploring patterns in context assembly, prompt orchestration, and AI-generated content pipelines.
- Experimented with structuring unstructured inputs into reusable representations, enabling downstream consumption for content generation and insight extraction.
- Applied product thinking to evaluate coherence, usefulness, and scalability of non-deterministic AI outputs through iterative experimentation

## CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

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### Active Certifications:

- Professional Engineer (P.Eng) – APEGNB | 2012–Present
- Project Management Professional (PMP) | 2017–Present
- Professional Scrum Product Owner (PSPO) | 2022–Present
- AWS Certified AI Practitioner | 2025–Present

### Recent Professional Development:

- Machine Learning – Stanford University & DeepLearning.AI (Coursera) | September 2024
- Generative AI with Large Language Models – DeepLearning.AI & AWS (Coursera) | March 2024

## CORE SKILLS

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**Product Leadership & Strategy:** Zero-to-One, Product Strategy, Roadmap Ownership, Prioritization & Tradeoffs, Customer Discovery, Pricing & Packaging, Go-to-Market, Outcome Ownership.

**Product Execution & Discovery:** PRDs & Product Narratives, User Story Mapping, Hypothesis-Driven Development, Experimentation, UX Collaboration, Wireframes & Prototyping, Agile/Scrum.

**Developer Tools & Platform Fluency:** CI/CD Concepts, API & Integrations, Data Pipelines & ETL, SQL, Python, JavaScript, Snowflake, Analytics & Instrumentation (Mixpanel, Hotjar), Cloud Platforms (AWS, Azure).

**AI, Analytics & Emerging Capabilities:** AI-enabled Product Design, LLMs & Generative AI (RAG), Prompt Orchestration, Context Assembly, AI Output Evaluation & Iteration, Product Analytics (Power BI, Tableau), Performance Optimization, Privacy & Compliance (PIPEDA, GDPR, CCPA).