

Nidhi Shreya

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Product Leader with 15+ years of experience, operating as a player-coach and building AI-first SaaS products across digital workplace, AI-powered intranet, knowledge management, HR Tech, talent acquisition, healthcare, education, and workflow automation.

CORE EXPERTISE

• Product Strategy • 0→1 & 1→N Product Development • Generative AI & Agentic AI • Personalization • Platform APIs • Product Analytics • GTM • P&L • Enterprise SaaS • Cross-functional Leadership • Experimentation • Market Research

Domain Expertise:

Digital Workplace • AI-powered Intranet • Knowledge Management • Content Management (CMS) • HR tech • Talent Acquisition • Healthcare • EdTech • Workflow Automation

Business Metrics:

• Acquisition • Activation • Revenue Growth • Customer Retention • Adoption • Expansion • Experimentation • PLG

Employment History:

Product Advisor

Jan 2026 onwards

Advise early-stage teams on product know-how, using first-principle thinking to clarify customer problems, validate product-market fit, explore AI opportunities, and make better product decisions and team.

Simpplr (Principal Product Manager)

June 2025 – May 2026

- Led the transformation of Simpplr's static homepage into a configurable, personalized landing page experience through customer design sprints, increasing personalized engagement **from ~30% to ~57%** during rollout.
- Owned product strategy, roadmap, and business outcomes for Simpplr's AI-powered digital workplace portfolio, including Home Experience, Feed, content management, and Knowledge Discovery capabilities across global enterprise customers.
- Owned the agentic AI product roadmap incl LLM-based writing, summarization and personalized recommendation.
- Improved content creation velocity by ~20%, reduced content consumption time by ~25–30%, and increased user engagement by ~15–20%.
- Drove product strategy and represented the product in executive engagements with enterprise customers and **Gartner/Forrester analysts**, earning place in **Magic Quadrant** while strengthening Simpplr's market positioning.
- Led **multi agentic AI** program that transformed zero-result searches into AI-generated draft articles, increasing content creation **velocity by ~35%** while continuously expanding knowledge coverage.
- Owned **GTM** for strategic product launches, partnering across PMM, Marketing, and Sales on customer segmentation and phased rollouts, contributing to **30% higher product adoption**.
- **Spearheaded growth strategy** for org-wide ABAC (Attribute-Based Access Control) **initiative, enabling enterprise** customers to scale securely with granular, role-based access control across complex org structures
- Owned the employee **Feed portfolio**, improving content relevance and personalization while evolving people discoverability and attribute-based access controls across diverse enterprise environments
- Player-coach, leading multiple PMs while driving strategy, roadmap, and execution for AI and platform initiatives.

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Employ/Jobvite (Senior Manager - Product)

Oct 2020 – May 2025

- Owned end-to-end strategy and roadmap for ATS, onboarding, offers, requisitions, approvals, and org data across SMB, mid-market, and enterprise customers, enabling scalable org structures and multi-million-dollar deals.
- Owned business metrics across **adoption, expansion, migration success**, enterprise deal enablement, and **product profitability** for the onboarding and integrations portfolio.
- **Led** AI-powered document verification and intelligent screening agents across resume parsing, JD matching, and bias detection, **improving operational efficiency, reducing costs, and unlocking new revenue streams**
- Owned **GTM strategy** for the onboarding platform transformation, leading phased migrations across **500+ enterprise** customers while maintaining **95%+** migration success.
- **Built and scaled** Offer Module (with native signature and DocuSign integration) and Requisition Management, **increasing adoption from ~20% to 45%+ and enabling multiple deal closures**
- **Launched and scaled** Marketplace and integration ecosystem (30+ workflow-embedded integrations), **enabling growth to 10,000+ B2B customers while owning P&L for the product suite**

Digital Harbor (Product Manager)

Aug 2019- Sep 2020

- Led the **Know-Your-Provider (KYP)** risk-scoring platform within Digital Harbor's **PAVE healthcare suite**, flagging fraudulent provider applications pre-enrollment - part of a suite preventing **tens of millions annually** in healthcare fraud
- Built **rules-based routing and expert matching**; reduced application **turnaround time from 180 to 60 days** while improving approval accuracy and quality control
- Unified a **fragmented decision** process — analyst input, reviews, expert references, case summaries - into a single manager view, reducing friction and improving decision consistency

Ellucian Higher Education Pvt. Ltd. (Product Manager)

Sep 2012 – July 2019

- Partnered with universities, community colleges, and institutional leaders to define product strategy for student lifecycle and higher education management platforms.
- Owned product roadmap, positioning, backlog prioritization, competitive analysis, and GTM planning for higher education products serving university customers.
- Drove the growth initiatives for Student information system resulting in >20% higher engagement in the Universities.
- Designed and Managed the API integration for the student payment interface

Polaris Software Labs. (Business Analyst)

May 2011 – Aug 2012

Earlier Experiences

- Indus Business Academy (MBA Program) – Sr. Lecturer (Marketing and Branding)
- CNBC TV18, Mumbai (Executive – HR)
- The Grand (Hyatt), New Delhi (HR Executive)

Academic Profile

- **Post Graduate Diploma in Business Management (Fulltime)** from Institute of Marketing & Management, New Delhi.
- Undergrad from University of Delhi
- **Diploma in Zertifikat Deutsch:** 2 years Diploma in German language from Max Mueller Bhawan, Goethe Institute.