

EKTA KAMDAR

Product Leader • AI & Platform Transformation

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Product leader who leads cloud and AI transformations of large-scale platforms — across energy, edtech, wellness, and HCM. Built product organisations from scratch three times, and turned deeply technical software into products customers love.

Core Competencies

- Zero-to-one AI product development
- Platform transformation (desktop → cloud SaaS)
- Building & scaling PM/UX orgs (4 → 22)
- Product-led growth & self-serve marketplace
- Enterprise B2B & B2C product strategy
- GTM, beta programs & customer adoption
- Data-driven decisions & OKR ownership
- Design Thinking & human-centred discovery

Work Experience

Energy Exemplar | Senior Director, Product Management May 2024 – Present

Energy Exemplar makes PLEXOS — the world's leading energy market simulation platform, used by utilities, ISOs, and governments in 185+ countries. \$150M+ revenue, 90%+ net revenue retention.

- Conceived and launched PLEXOS Intelligence, a generative-AI analyst copilot that lets users answer any energy-modelling question in natural language — adopted by 45% of the customer base within six months of launch.
- Led the cloud transformation of PLEXOS from legacy desktop to cloud-native SaaS — growing the cloud customer base 80%; 60%+ of all customers now run on cloud.
- Made the strategic call to sunset legacy applications and reallocate that engineering capacity to the AI roadmap.
- Scaled the PM & UX organisation from 4 to 22, establishing mission-based teams oriented around outcomes over outputs (Agilix operating model).
- Shipped Compute, a drag-and-drop orchestration platform abstracting complex simulation workflows — opening the platform to non-technical analysts.
- Launched a self-serve marketplace with PLG motions, enabling customers to discover, trial, and activate products without sales friction.
- Drove GTM for platform products — content strategy, webinars, beta programs — with data-driven iteration loops informed by usage analytics and cohort behaviour.
- Partnered with SVP Engineering and SVP Product to redefine PM ownership: from post-scoping execution to full product-journey accountability spanning problem definition, discovery, and adoption.

Pluralsight | Director, Product Management Dec 2022 – May 2024

- Hired and ramped the PM team in India, establishing product practices from the ground up.
- Defined and drove a mobile-first growth strategy — reimagining learning as bite-sized, mobile-native content, expanding the app footprint, enabling in-app sales and subscription flows, and driving learner traction and engagement.
- Improved content time-to-production by 10% in 6 months by streamlining author-management workflows.
- Built a hypothesis-driven experimentation flywheel for B2C product-led conversion; optimised B2B New/Upgrade/Expand digital sales motions.
- Designed generative-AI recommendation and contextual-learning features across the platform.

Mindbody | Senior Manager, Product Management Jan 2020 – Dec 2022

- Led the India Enterprise B2B PM team across high-visibility initiatives spanning research, UX, development, GTM, and client onboarding in wellness & fitness SaaS.
- Delivered \$10M cost reduction and 80% time savings for enterprise customers through centralised management tooling.
- Leveraged AI/ML insights contributing to a +40% improvement in client retention.
- Owned the end-to-end enterprise product lifecycle — discovery and requirements through launch and client onboarding — with global cross-functional teams.

Automatic Data Processing (ADP) | Senior Product Owner May 2011 – Jan 2020

9 years building ADP's Human Capital Management portfolio — Talent Acquisition, Talent Management, Learning & Performance — from greenfield India team to global product leadership.

- Grew NPS by +9 points by reimagining the end-to-end customer journey across HCM products.
- Increased Learning Management product sales by 14%, adding \$2.5M in revenue (new sales + retention) as Global Leader for Learning Management.
- Launched the Learning mobile app — leading product pilot testing and client onboarding through GA.
- Led Product Advisory Councils across North America, EMEA, and APAC to shape current and future roadmap with enterprise customers.

Tata Consultancy Services — Assistant Systems Engineer (Java / Oracle Apps SCM) | Oct 2006 – Jun 2010

Awards, Patent & Recognition

- Energy Exemplar Annual Exemplifier Leader Award — company-wide recognition for outstanding contribution and leadership.
- Mindbody Emerging Leader Award — recognised for impact on product culture and delivery excellence.
- US Design Patent D882,625 (USPTO) — novel method to illustrate action sequences in Performance Evaluation.

Education & Certifications

Design Thinking: From Insights to Viability
Stanford University / Great Learning

Building AI Products and Services
MIT xPRO

PGPM

Great Lakes Institute of Management, Chennai

Certified Scrum Product Owner (CSPO)

Scrum Alliance

B.E., Computer Science

DDIT, Gujarat

Mentoring & Teaching

- Stanford GSB Design Thinking & Viability (Great Learning) — guiding global participants from problem discovery through prototyping to viable business offerings.
- Upgrad & Duke CE Product Management Certification — design and teach PM and Design Thinking curriculum for aspiring product managers.