

Sumit Deshmukh

Senior Product Leader · Marketplaces, Creator Economy, AI Platforms

Mumbai, India · +91 98691 95672 · sumitd0704@gmail.com · <https://linkedin.com/in/sumitdeshmukh07>

PROFESSIONAL SUMMARY

Product leader with 12 years across SaaS, consumer tech, and a co-founded startup, with a track record of building AI-powered products and the teams behind them. As first PM at Affable.ai, built the entire product function from scratch, grew the company ~2.5x, and drove it through acquisition by Bazaarvoice in September 2023. At Bazaarvoice, led the Creator Marketing product portfolio inside the Vibe platform, a \$100M+ bookings and \$26.5M ARR business spanning creator discovery, campaigns, reporting, and payments. Shapes product strategy and portfolio investment, not just roadmap execution.

KEY ACCOMPLISHMENTS

- Led an AI-native product transformation across Creator Marketing: AI-powered creator search and discovery, an intelligent product-tagging model (accuracy from 10% to ~60%), an AI evaluation framework, and the first agentic campaign prototype, while upskilling the team on LLMs and RAG.
- Built and led the product organization at Affable.ai from scratch: hired and coached a product team of 7 (PMs and designers), set the planning cadence and roadmap process, and drove the company through acquisition by Bazaarvoice (2023).
- Led the Creator Marketing product portfolio at Bazaarvoice's flagship Vibe platform, a \$100M+ Sampling bookings and ~\$26.5M ARR business, with a team of 2 PMs and 4 designers.
- Shipped Bazaarvoice's first Payments platform, establishing the company as a money-mover for the first time; addressed 28% of previously lost Affable deals and unblocked 24 stalled commercial conversations.
- Architected Integrated Sampling, a new managed offering that unified a 9.5M+ member sampling community, brand ambassadors, and paid creators into one product enterprise clients could buy by community mix; a \$16M YoY growth category.
- Launched BMS Stream (transactional VoD) at BookMyShow during the pandemic; scaled it to ~80% of company revenue at ~30% MoM growth.

CORE SKILLS

Product Leadership: Product strategy, portfolio ownership, roadmap prioritization, North Star metric definition, 0-1 product builds, post-acquisition integration, PRD authoring, stakeholder management, OKRs, executive communication.

People & Org: Hiring PMs and product designers, structured 15/30/60/90 onboarding, HPC and 360 performance process design, coaching, operating cadences, cross-team leadership.

Domain: Creator marketing and influencer platforms, sampling and ambassador programs, AI product features (creator search, semantic/visual retrieval, tagging), payments and fintech (flow-of-funds, KYC/tax, wallet architecture), affiliate integrations, e-commerce (Shopify, Magento), OTT/TVoD.

Discovery & Data: Win-loss analysis, competitive teardowns, user research, usability testing, A/B testing, Pendo, Fullstory, cohort/retention analysis, AI evaluation frameworks.

PROFESSIONAL EXPERIENCE

Bazaarvoice

Sep 2023 - Jun 2026

Senior Manager, Product · Creator Marketing

Led the Creator Marketing product portfolio inside Vibe, Bazaarvoice's unified Sampling, Creator Marketing, and Social Commerce platform.

Leadership Scope

- Led a team of 2 PMs and 4 designers across creator discovery, campaign management, reporting, and enterprise delivery, and drove execution across 4 engineering teams (20+ engineers). Partnered with a broad cross-functional set: Sales, Marketing, Customer Support, Design, Data Science, Legal, FinOps, Finance, and executive leadership.
- Hired and onboarded PMs and designers with structured 15/30/60/90-day ramps; ran the HPC process with a custom 360 peer-feedback form. Established team-wide operating cadences: weekly

Pendo/Fullstory observability sessions, GTM checklists, quarterly planning, and Product and Marketing sync.

- Led the team's AI adoption and fluency: embedded AI prototyping into the product scoping process, stood up an AI evaluation (evals) framework, backed the first AI agent prototype (built on Mastra) ahead of engineering capacity, and secured LLM tooling access to upskill the team on LLMs and RAG. Shifted the team from specialists to AI-native builders.

Key Achievements

- Shaped multi-year product strategy and portfolio investment: authored the investment cases that set quarterly portfolio priorities, made durable build-vs-buy and architecture calls (payments built in-house vs. outsourced; direct vs. intermediary affiliate integration), defined the 18-month product roadmap, and led the post-acquisition integration of Affable into Bazaarvoice's Vibe platform.
- Built Creator Payments end-to-end, Bazaarvoice's first money-mover platform. Directly addressed 28% of previously lost Affable deals and unblocked 24 stalled commercial conversations. Admin-led, BV-managed fund transfers with full transaction history; the payments infrastructure now anchors the broader Integrated Sampling creator economy.
- Architected Integrated Sampling, a new managed offering that let enterprise clients source content from a 9.5M+ member sampling community, brand ambassadors (~\$5-6M NRR), and paid creators as one product rather than separate tools; anchored a \$16M YoY growth category.
- Led Creator Search, the AI-powered natural-language creator discovery engine (semantic, image, and lookalike) used across every enterprise client. Lifted demographic model accuracy from 72% to 93% and cut search latency ~68%, and built the evaluation framework that made search quality measurable. Shipped a Creator Brand Safety Score aligned to industry brand-safety standards (GARM) for AI-driven risk detection at the point of discovery.
- Coached the team that shipped the broader Creator Marketing roadmap: IPT (Intelligent Product Tagging, 10% to ~60% accuracy across 25 enterprise pilot clients), Content Approval (800+ requests), and Email Whitelisting (~2,000 emails).

Affable.ai

Sep 2021 - Sep 2023

Associate Director, Product · First product hire · Acquired by Bazaarvoice

First product hire. Set up the product function from scratch and led a product team of 7 (PMs and designers) that I hired and coached, established the planning cadence and roadmap process, and drove Affable through acquisition by Bazaarvoice (September 2023).

- Led the product's evolution from creator discovery to end-to-end creator management, the bet that anchored the acquisition. Built creator campaigns and CRM, native email outreach, integrations with Shopify, Magento, Gmail, and Outlook, and a white-labeled Creator Portal and Creator Communities: a full web app for brands to collaborate with creators, collect campaign inputs and opt-ins, and run automated product shipping and tracking.
- Built the company-defining AI Creator Search platform: semantic, visual, multilingual, and lookalike retrieval across a 6M+ creator index (Instagram, TikTok, YouTube, Facebook, X), with audience-quality and fraud-defense scoring, sentiment analytics, and ROI attribution.
- Grew Affable ~2.5x through to acquisition, integrating the product as the creator sourcing engine inside Bazaarvoice Vibe.

BookMyShow

Jul 2019 - Aug 2021

Product Manager · BMS Stream

- Launched BMS Stream (transactional VoD) during the pandemic and scaled it to ~80% of company revenue at ~30% MoM growth.
- Owned growth and product-discovery surfaces across web, mobile, and TV apps: content discovery, checkout, and cross-device streaming.
- Cut customer-support voice volume 30% via reworked Help section and contextual chat.

Earlier

2014 - 2017

Co-founder, Incent Social (shoppable UGC SaaS, IIT Gandhinagar-incubated and seed-funded) · Product Manager, Testbook.com · Associate, ZoomRx.

EDUCATION

B.Tech, Indian Institute of Technology Gandhinagar

2010 - 2014

Major: Mechanical Engineering (8.3/10) · Minor: Management (9.2/10)