

HARSHIT PAUL

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SUMMARY

Marketing leader for developer tools and AI. Over eight years and five roles at one devtools company, five and a half of them in product marketing and the last three as its Director, I built the go-to-market engine from founding-stage hire to a 20+ person team, and grew monthly signups more than 40-fold, from about 1,200 in 2018 to 50,000 by 2025, year on year for seven consecutive years. I manage growth by conversion, not traffic, and I held that line through two Google core updates and a full rebrand and domain migration. Started as a Salesforce developer, so the work is systems, funnels and data first.

KEY ACHIEVEMENTS

- Grew monthly signups more than 40-fold, from about 1,200 a month in 2018 to 50,000 by 2025, year on year for seven consecutive years, largely from organic search and product-led growth.
- Pruned ~100,000 thin programmatic pages after Google's November 2024 core update, with monthly signups higher after the cleanup than before it.
- Product Hunt #1 Product of the Day twice (Accessibility Testing Suite, Apr 2025; Kane CLI, Aug 2026); top-5 on 8 of 11 launches.

EXPERIENCE

TestMu AI (formerly LambdaTest) · Noida / New Delhi, India · Jul 2018 - Present

B2B SaaS cloud testing platform for developers and QA teams; 3M+ users and 18K+ enterprise customers (company figures).

Director of Product Marketing · Sep 2023 - Present

- Lead a 20+ person team; own GTM strategy, positioning, website performance and brand presence across every channel.
- Owned the LambdaTest to TestMu AI rebrand and domain migration end to end (Jan 2026): website redesign, CRO, a tested redirect map, entity continuity in schema and titles, and brand presence across hundreds of third-party platforms.
- Ran GTM for 14 cross-functional launches including KaneAI (private beta Aug 2024, GA Sep 2025), Kane CLI (Aug 2026), the accessibility testing suite, SmartUI visual testing, HyperExecute test orchestration and agent-to-agent testing, across developer, QA and enterprise-buyer personas.
- Supplied sales enablement with presentation decks, product-by-product nurture sequences and battlecard design and copy, plus booth collateral and landing pages for nine US field-marketing events (Sep 2024 - Jun 2026, including STARWEST, STAREAST, AWS re:Invent and Microsoft Build), where I represented the company; took over the function, field events included, in 2026.
- Led the marketing organisation's AI adoption: AI agents for search research and competitive tracking, and AI-assisted content operations.

Senior Product Marketing Manager · Mar 2023 - Sep 2023

- Owned positioning and the launch process across product lines ahead of the AI-native roadmap.

Product Marketing Manager · Mar 2021 - Mar 2023

- Built the product marketing function: messaging frameworks, a launch playbook and competitive positioning across 10+ products.

Digital Marketing Manager · Oct 2019 - Mar 2021

- Built the SEO and content engine, including the Learning Hub.
- Launched the developer Q&A community (Sep 2020); it reached 20K+ monthly organic visits by Jul 2025.

Digital Marketing Specialist · Jul 2018 - Oct 2019

- Founding-stage marketing hire, joining in a content role: SEO, content and community.

Wipro · Bengaluru, India · Sep 2015 - Jul 2017**Associate Consultant (Salesforce developer)**

- Salesforce development and support for a US/UK client, Pitney Bowes: issue resolution, maintenance and feature work on a customer-experience application.

Career break · Jul 2017 - Jul 2018 · family medical care

SKILLS

Product marketing · Go-to-market strategy · Positioning, messaging and narrative · Integrated launch campaigns · Product-led growth · Inbound demand generation · Developer marketing · AI product marketing · SEO, GEO and organic growth · Brand awareness and creator marketing · Sales enablement · Integration partner co-marketing · Rebrand and domain migration · Field and event marketing · Competitive intelligence · AI agents and marketing automation, built with Claude Code · Team leadership (20+)

EDUCATION

Bachelor of Computer Applications, Vivekananda Institute of Professional Studies (GGSIPU), Delhi · 2012 - 2015

LANGUAGES

English (fluent) · Hindi (native)