

Sahil Chatterji

sahil.chatterji@gmail.com | sahilchatterji.com | New York, NY

PRODUCT GROWTH LEAD • PLG

First growth ops hire at Productboard, leading the PLG motion end to end: activation and conversion experimentation, pricing and packaging, product-led sales, and AI product measurement.

SELECTED IMPACT

- Led PLG initiatives delivering **\$9.3–10M incremental ARR**: Freemium launch, product-led sales, activation funnel.
- Owned self-serve outcomes: **+28% activation**, **+25% free-to-paid**, **+5% net new accounts YoY** (first growth in 2+ years).
- Rebuilt customer health and engagement measurement; **NRR moved from 92% to 98%** after multi-year decline.

PROFESSIONAL EXPERIENCE

Productboard, New York, NY

Jan 2024 – Present

Product Growth Lead, PLG (First Growth Ops & Analytics Hire)

- **PLG Strategy & Ownership**: Set self-serve strategy and key results with the VP of Growth and exec team, then own delivery end to end from analysis through implementation. Initiatives led delivered **\$9.3–10M incremental ARR**.
- **Activation & Onboarding**: Rebuilt onboarding and activation around a structured hypothesis-testing program: **+28% activation** and **+25% trial-to-paid conversion**, contributing to **+5% net new accounts YoY** and the first sustained self-serve growth in 2+ years.
- **Monetization & Product-Led Sales**: Led the Starter (Freemium) launch and pricing & packaging changes; built the land-and-expand motion routing high-intent self-serve accounts to sales via product specialist campaigns, targeted with predictive lifetime-value models.
- **Retention & Expansion**: Designed Productboard's Use Case Health Score and engagement framework, led rollout across Product, CS, and Marketing, and wired it into renewal and expansion plays; **NRR moved from 92% to 98%**.
- **AI Product Launch (Spark)**: Own growth measurement for Spark, Productboard's AI platform (Jan 2026 launch): activation and engagement KPIs, data models, instrumentation, and evals.
- **Agentic Analytics**: Designed a semantic/context layer over the analytics warehouse; NL-to-SQL query accuracy improved **18.5x vs. baseline** ([Medium write-up](#)).

Carvana, Tempe, AZ

Apr 2021 – Jan 2024

Product Manager/Owner – Credit Offers Data Platform and Finance Experience/FinX

- **Revenue**: Owned the finance shopping experience roadmap; shipped credit products generating **\$4–12MM incremental gross profit** (Intelligent Cash Down, Dynamic Credit Personas, Save with Plaid)
- **Team Leadership**: Managed 5 engineers + 2 designers, setting roadmap priorities and delivery processes for financial products serving millions of customers
- **Experimentation**: Ran pricing and conversion experiments (SQL, Python, Databricks); translated findings into product, pricing, and executive decisions

Previously: Senior Finance Analyst (Apr 2022–Jan 2023), Finance Analyst (Apr 2021–Apr 2022) – built predictive models and risk/profitability analyses informing Carvana's financing strategy.

AlphaSights, San Francisco, CA

Jul 2018 – Feb 2020

Senior Associate – Growth Equity

- Delivered pre-due-diligence research for growth equity firms including Iconiq, CapitalG, and Sequoia across 10–15 concurrent engagements

PERSONAL PROJECTS

Tastemaker – Interactive Music Discovery Platform

Feb 2020 – Present

- v1 shipped: full-stack discovery platform using graph-based recommendations to surface deep catalog picks from learned user preferences. **v2 launching Q2 2026** with expanded semantic discovery.

SKILLS

- **Growth & PLG**: Product-Led Growth • Product-Led Sales • Pricing & Packaging • Freemium • Activation & Onboarding • Free-to-Paid Conversion • Land & Expand • Retention & NRR • Lifecycle Strategy • Growth Loops
- **Experimentation & Measurement**: A/B Testing • Hypothesis-Driven Experimentation • Funnel Instrumentation • Input/Output Metrics • Cohort Analysis • LTV:CAC • Predictive LTV Modeling
- **Data & Analytics**: SQL • Python • R • Statistical Analysis • Machine Learning • Cluster Analysis • dbt • Snowflake • Databricks • Hex • Looker/LookML • Tableau
- **AI & Systems**: AI Product Measurement & Eval • LLM Application Design • Context Engineering • Knowledge Graphs • Semantic Layers • Recommendation Systems

EDUCATION

The University of Chicago, Hyde Park, IL

2014 – 2018

B.A. Political Science (Intl. Relations), Minor in History; GPA: 3.7/4.0; Dean's List. Exchange: Universitat Pompeu Fabra, Barcelona (2016–17).