

Somesh Nayak

Founder's Office | Product Strategy | GTM | Strategy & Operations

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Professional Summary

Cross-functional B2B SaaS professional with 2.5 years of experience working closely with founders across product strategy, customer discovery, zero-to-one validation, GTM, AI product evaluation and business operations. Conducted 50+ customer discovery conversations, contributed to acquiring 4 paying customers before full product development, participated in 100+ product demos and supported approximately 15 early deals. Comfortable operating across ambiguous, early-stage problems and translating customer, market and operational insights into structured execution.

Experience

Ninety North Software Pvt. Ltd.

Jan 2024 – May 2026

Business Analyst Intern → Business Analyst → Senior / Founder's Office-style Product & GTM Role

- Worked directly with founders across **product validation, GTM, customer discovery, sales, operations and hiring**, supporting priorities as the business evolved from Enfund to Bilderly and ultimately ywork.ai.
- Conducted **50+ structured customer discovery conversations** across the UK construction ecosystem, identifying recurring workflow problems and translating customer insights into product and market hypotheses.
- Used a **£2,000 internal discovery budget** to support zero-to-one validation; manually tested workflows and contributed to validating willingness to pay with **4 paying customers before full software development**.
- Synthesised customer and market insights that contributed to the evolution of Bilderly into **ywork.ai**, an AI-powered construction procurement product spanning document organisation, RFQs, quotation comparison and BOQ/takeoff workflows.
- Conducted or participated in **100+ product demos** across UK and US markets, supporting approximately **15 paying deals** while capturing objections, workflow requirements and product feedback for founders and technical teams.
- Coordinated a UK market campaign generating **150+ meetings/conversations**; managed account research, outreach coordination, CRM visibility and meeting insights while working with a small intern team.
- Participated in evaluating **OpenAI and Claude** for real product workflows across quality, accuracy, reliability, latency, cost and customer usefulness, contributing business and customer context to product decisions.
- Supported company-wide execution beyond product and GTM through **100+ initial/cultural hiring interviews**, SOPs, onboarding documentation, Product University, webinars and company representation at a B2B technology expo.

Core Capabilities

Strategy & Product: Customer Discovery, Market Research, Zero-to-One Validation, Product Strategy Support, Workflow Analysis, User Feedback Synthesis, Feature Prioritisation Support

GTM & Business: GTM Execution, B2B SaaS, Customer Demos, CRM & Pipeline Management, Account Research, Early-Stage Sales, Stakeholder Coordination

AI, Analytics & Tools: AI Product Evaluation, OpenAI, Claude, Prompt Testing, n8n, SQL, Excel, Python (Working Knowledge), Tableau, HubSpot, Apollo.io, Figma, JIRA, Notion

Education

B.Tech – Civil Engineering

2017 – 2021

Chhattisgarh Swami Vivekanand Technical University (CSVТУ)

Certifications

Advanced SQL | Python | Business Analytics | Tableau | Data Analytics

Simplilearn