Hi! I'm Pankaj Taneja

With over 15 years in SaaS product marketing and a passion for design, I wear multiple hats

Digital marketing strategy and leadership

Product UI/UX design

Product marketing, SEO, Content marketing, Email marketing, Press relations

AI enabled 10x marketing

Hands on content design – web, graphic, video

Global exp with 7 yrs in USA, 1 in Canada

I like to create tunes

An MBA with 15+ years of experience in the entire life cycle of digital product marketing from strategy, remote team management to hands on content design & campaign execution. I specialize in B2B SaaS & am obsessed with design.

Pankaj Taneja
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Summary

Wide ranging toolkit - SEO, PPC, content marketing, press relations, email marketing

Besides leadership and team handling I design delightful digital graphics, web pages, videos

Lead two B2B SaaS products, WorkMap.ai and uShare.to as Product Owner for 8 years.

I specialize in B2B SaaS and sub specialize in intranets, collaboration, and no-code platforms

Obsessed with design and relentlessly creative

Extensive global experience, including USA on an H1 visa from 2010-2017 and Canada in 2019

Keen follower of AI. Vibe coded 4 web products, and have worked with AI to scale marketing.

Thought leadership

Verizon   Observer.com

CMSWire   UCToday

AAW   Creativebloq

Solo full stack projects

Talkform   Kaama.net   Regif

Zloop   Notemail

Web design

Hyperoffice   Hims   Hamyare

Hamyare   Talkform   Famoushit

Graphic design + more

CSS Animals   Icon Set

Brochure   Whitepaper

Skills

HTML/CSS   JS   Photoshop

Figma   Camtasia   Google

Analytics   Gemini   Claude

ChatGPT   Mailchimp   Zapier

Experience

Talkform.org   Founder   2025

With the emergence of AI, I decided to take a year off and use my marketing and product skills to experiment with a few ideas. Here is what I worked on:

I used Claude to create a voice first online form builder called Talkform.org for gathering voice inputs for feedback, sales, customer reviews etc.

I used OpenAI to create reGif.org, an online gif editor. This tool is revenue positive. I used Gemini to create kaama.net, a video editor, and zloop.us, a video loop creator.

I am part time marketing consultant for Breezio, a community engagement platform.

HyperOffice   Director, Product Marketing & Product Owner   2008 - 24

India   Director, Product Marketing & Product Owner   2018 - 24
Washington DC   Manager, Product Marketing   2010 - 17
India   Digital Marketing Executive   2007 - 10

I joined Washington DC based HyperOffice, a pioneer in B2B SaaS, in 2007. I worked my way up the ranks and was responsible for heading marketing with the dual responsibility of product owner. Responsibilities included:

Spearheaded Digital Marketing strategy for a portfolio of 3 products – HyperOffice Collaboration Suite, uShare.to team video chat, WorkMap.ai no-code database app platform

Managed a team of 2-5 digital marketing executives across US, India, Philippines, South America.

Developed and executed marketing mixes, including creating content and, SEO, PPC, email marketing, press relations, and thought leadership

No black hat.
Qualified leads only

Handled press relations and got hundreds of earned media in leading publications like Huffintonpost, Gigaom, ZdNet, PCMag, PToday, Entrepreneur.com etc.
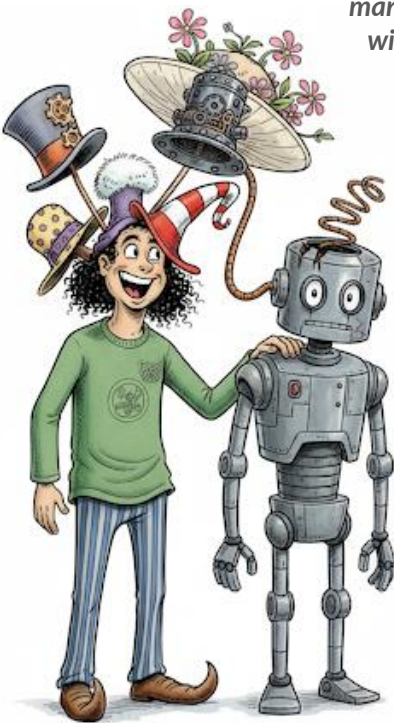
Leveraged AI to scale marketing through AI driven blogging and content campaigns.

Handled marketing in the MSP ecosystem including enabling large channel partners like Verizon, Brazil's R7 etc.

Developed deep understanding of the competitive landscape to inform product decisions, marketing strategy and enabling sales with sales content.

Played the dual role of product owner and UI/UX designer for uShare.to and WorkMap.ai

Smarter marketing with AI

FIS	Business Analyst	2004 -07

I began my career at Second Foundation, a software and marketing outsourcing company later acquired by Fidelity Information Services.

Business development enablement with market intelligence

Email marketing for partners like ScribeStudio and Marketing Genius which happened to be amongst the earliest B2B SaaS products

Education

Certificate in Digital Media Mgmt 2013
Georgetown University DC Campus

Certificate in Marketing 2012
Georgetown University DC Campus

MBA 2005
Punjab University, India

BA (Maths, Economics, Literature) 2001
Punjab University, India

Outside of work

Indie singing songwriting

Social media memes

Vibe coding