



Pankaj Taneja

Hands-on leadership in marketing & product ownership in B2B SaaS. Special focus on no-code platforms, cloud communication and collaboration.



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EXAMPLES

Product direction and UI design

WorkMap.ai,
uShare.to

Thought leadership

[Verizon](#), [Observer](#),
[CMSWire](#)

I make videos

[This](#), [this](#) and [this](#)

& websites

[This](#), [this](#), [this](#) and
[this](#)

& design graphics

[This](#), [this](#) and [this](#)

& sometimes just like to have fun

[This](#), [this](#) and [this](#)

Key Skills

Marketing

Product

- Marketing strategy and leadership
- Handling remote teams
- SEO, email marketing, social marketing, PPC
- Press relations
- Content marketing, from concept to creation – websites, video, brochures, infographics etc.
- 2D graphic design
- Excellent eye for design
- Deep understanding of B2B web
- Product leadership and vision
- Sprint management
- Market research and creating SaaS product specifications
- Hands-on UI design – HTML, CSS, JQuery
- AI roadmap development based on ChatGPT
- Deep experience in no-code database & cloud-based communication & collaboration markets.

Work Experience

1. HyperOffice.com

2007-Now

A pioneer in B2B SaaS since 2004, with products across communication, collaboration & no-code app development. I worked my way up the ranks & expanded my role over 15 years at HyperOffice.

VP Marketing & Product Owner

2020-Now

India, Remote

I spearhead marketing & product vision for no-code database platform, WorkMap.ai - strategy, handling a remote team, market scanning, creating product specifications, and managing sprints.

Director Marketing & Product Owner 2017-2020

India, Remote

Toronto, Canada

I worked closely with the President to direct marketing & product vision for communication & client engagement platform, uShare.to and exploring new markets like Canada.

Marketing Manager DC, USA 2011-2017

Managing marketing for the Atlas intranet platform and uShare.to cloud communication platform. A very hands-on role which consisted of conceiving and implementing marketing campaigns.

Marketing Executive India, Remote 2007-2011

Hands on SEO, content creation, email marketing, press relations, link building, video production etc.

2. Fidelity Information Services 2004-2007

Fidelity Information Services acquired Second Foundation Inc, where I was working.

Business Analyst India

Contributing to marketing projects for clients like ScribeStudio, an online platform for trainers and Marketing Genius, an email marketing platform.

Education

- Certificate in Marketing, Georgetown University, 2012
- Certificate in Digital Media Management, Georgetown University, 2013
- Masters in International Business, University Business School, Panjab University, 2003-05