

SURESH KUMAR ROHAJ

Salt Lake City, UT • sureshrohaj71@gmail.com • [linkedin.com/in/suresh-rohaj-02958a6/](https://www.linkedin.com/in/suresh-rohaj-02958a6/) • 801-513-0390

Head of Product & Platforms

CAREER SUMMARY

Senior Product Executive with 25+ years of experience leading product, platform, and operating model transformation across Fortune 100 enterprise software, fintech, and regulated government platforms in high-scale, multi-product, and compliance-intensive environments.

Led end-to-end modernization of global product portfolios and platforms, setting product vision and embedding data- and AI-driven decisioning into core workflows. Built and led global, cross-functional organizations across product, engineering, data, analytics, and GTM to deliver sustained growth, operational leverage, and enterprise value creation.

- **Product Portfolio Ownership:** Owned enterprise-scale product portfolios across Adobe, Nav, and Sphera, spanning GTM platforms, fintech marketplaces, and regulated government systems, leading multi-product roadmaps supporting 500+ sellers, 100+ federal installations, and ~\$70M in annual revenue.
- **Platform & Operating Model Transformation:** Led multi-year platform modernization at Adobe and Sphera, consolidating fragmented CRM, finance, GTM, and regulatory systems into unified enterprise platforms, cutting release cycles by ~50%, improving planning accuracy, and enabling reliable global, multi-region scale.
- **AI-Driven Decision Intelligence:** Architected and operationalized applied AI and machine learning at Adobe and Nav, embedding predictive analytics, scenario modeling, and recommendation intelligence into sales planning, credit decisioning, and partner selection workflows to improve accuracy, speed, and outcome quality at scale.
- **Product-Led Revenue Growth:** Directed product-led growth and commercialization at Nav and Adobe, launching new financial products and data-driven platforms that doubled visitor-to-application conversion to up to 35%, improved approval odds to 50%+, and helped scale annual revenue from ~\$25M to ~\$70M.
- **Organizational Leadership:** Built and led distributed teams of 50+ across product, engineering, analytics, and GTM at Adobe, Nav, and Sphera globally, aligning organizational design, governance, and execution with executive strategy and board-level priorities.

PROFESSIONAL EXPERIENCE

Adobe, Salt Lake City, UT

(Nov 2023 – Present)

Senior Product Leader

Brought in to lead the modernization of Adobe's global Sales Operations platforms, unifying territory, quota, staffing, partner, and compensation planning into an analytics- and AI-assisted GTM ecosystem supporting 500+ sales professionals. Drove vision, strategy, and execution across multi-year platform transformation initiatives, improving planning accuracy, seller productivity, and data-driven decision-making at enterprise scale.

- **Led multi-year modernization of global Sales Operations platforms**, unifying territory, quota, staffing, partner, and compensation data across CRM, finance, and GTM systems, leveraging 10+ years of data and ML-driven insights to improve planning accuracy and increase quota closure by ~10% for 500+ sales professionals.
- **Led the transformation of the sales crediting and compensation operating model**, consolidating fragmented inputs into a unified Sales Data Hub and crediting platform, reducing manual effort by 15% and improving data accuracy by 30% through controlled access and AI-assisted exception intelligence across Sales, Finance, and BI.
- **Led applied AI and agentic intelligence** to embed enterprise decision and recommendation capabilities, including an AI Sales Intelligence solution, improving follow-up quality and decision support, and NeuroPlat, a digital health incubation PoC exploring behavioral analysis-driven AI use cases as a potential new market entry.
- **Led the design of partner GTM decision intelligence**, replacing intuition-based partner selection with data-driven performance, penetration, and incentive models, building analytics frameworks to evaluate partner impact, set realistic partner quotas, and align commission and revenue-sharing structures.

- **Led a globally distributed team of 100+ across engineering, analytics, and GTM** in the US, EMEA, and APAC, directly engaging 15–20 engineers, ~15 senior stakeholders, and 80–100 Sales Operations professionals to deliver enterprise-scale Sales Operations platforms with improved execution quality and operational consistency.

Nav Technologies, Inc., Salt Lake City, UT

(Jun 2020 – Nov 2023)

Head of Product

Brought in to lead product strategy and execution for Nav's two-sided fintech marketplace, modernizing core product experiences across embedded finance, credit intelligence, and lender matching. Drove product-led growth through personalization, predictive decisioning, and new financial products, improving conversion, approval rates, and partner monetization, scaling annual revenue to ~\$70M.

- **Led end-to-end modernization of a two-sided SMB financing marketplace**, implementing predictive credit scoring, credit bureau-driven approval modeling, personalization, and lender matching, increasing visitor-to-application conversion to 35%, processing rates to ~12%, and improving approval odds to ~50%.
- **Drove product-led growth as Nav's primary GTM engine** through personalized SMB onboarding, real-time insights, next-best-action workflows, and SMB 360 profiles, integrating credit, transaction, and business data, improving conversion rates by ~5%, reducing friction, and scaling demand across a high-traffic marketplace.
- **Led ML-driven credit and financing intelligence**, applying predictive scoring and machine learning models for approval odds, financing likelihood, cash-flow forecasting, and in-market readiness to improve applicant prioritization, partner funding success, and monetization efficiency without increasing acquisition costs.
- **Launched a subscription-based SMB credit improvement program** with credit bureau reporting to strengthen credit profiles and financing eligibility, and designed a data-driven SMB Buy–Sell marketplace concept to extend Nav's financing and monetization model beyond lending.
- **Launched proprietary SMB credit card and deposit products to diversify revenue**, leading cross-functional product delivery in partnership with architects across UI, backend services, bank integrations, expense management, and embedded fraud detection within a secure, cloud-based embedded finance architecture.
- **Led a globally distributed team of 50+ across product, engineering, and marketing in the U.S. and Canada**, influencing 30–35 engineers, 8 product managers, and 15–20 marketing stakeholders to align roadmaps, partner integrations, and growth initiatives.

Sphera Solutions (EHS&S), Salt Lake City, UT

(Jun 2015 – 2020)

Sr Director – Product, Product Management & Development

Led end-to-end product strategy, platform modernization, and portfolio expansion for Sphera's EHS&S government solutions following its spin-off from IHS, transforming a legacy hazardous materials system into a scalable, multi-product platform while leading global teams, managing ~\$15M annual contracts, and partnering with executive leadership.

- **Led modernization of a government-facing platform**, re-architecting a legacy PL/SQL system into a scalable React and Oracle-based architecture and expanding it into a multi-product EHS&S portfolio for chemical tracking, safety data management, performance-oriented packaging, and hazardous waste disposal across DoD agencies.
- **Owned product vision, roadmap, and execution across regulated software products**, partnering with executive leadership to expand adoption from ~30 to 100+ federal locations, support \$12–15M in annual contracts, and enable end-to-end hazardous materials lifecycle management for mission-critical government operations.
- **Built and led a globally distributed team of 50+ across product, engineering, and QA**, implementing Agile delivery, CI pipelines, and automated testing frameworks, reducing release cycles by ~50%, improving defect response times by 30%+, and delivering sustained productivity gains of ~40%.
- **Established enterprise-grade security and compliance capabilities**, embedding role-based access controls (RBAC), site-level data isolation, and auditability into platform architecture while ensuring continuous alignment with evolving Department of Defense security standards across all deployed solutions.
- **Led customer engagement, contract management, and product governance for federal clients**, collaborating directly with the CEO and CPO on roadmap approvals, investment decisions, pre-sales activities, and board-level strategy while contributing to M&A due diligence and selective post-acquisition product integrations.

IHS Global Inc. (EHS&S), Salt Lake City, UT

(Sep 2009 – May 2015)

Director, Product Management & Development

Led product strategy and delivery for a mission-critical, government-wide enterprise platform for the Department of Defense, transforming an early-stage and fragmented solution into a centralized, high-availability system supporting regulated operational workflows, compliance reporting, and lifecycle management.

- **Led the consolidation of multiple fragmented systems into a centralized, enterprise-grade product platform** for Department of Defense agencies, establishing unified data models, shared platform services, and standardized compliance and operational workflows to enable scalable, cross-agency deployment.
- **Defined product strategy and multi-year roadmap** in partnership with senior leadership, translating complex government regulatory and operational requirements into scalable features, including chemical quantity optimization, composition-based compliance reporting, and integrated safety data sheet access.
- **Modernized platform architecture and delivery practices**, introducing iterative Agile execution, integrated QA automation, and mobile scanning capabilities, improving release responsiveness, data accuracy, and operational safety while supporting tens of thousands of government users.
- **Led cross-functional teams of 25+ product, engineering, and QA professionals**, ensuring continuous compliance with Department of Defense STIG security standards.

PREVIOUS PROFESSIONAL EXPERIENCE

Technical Delivery Manager, Unisys Corporation, Salt Lake City, UT (2008 – 2009)

Software Engineering Project Manager and Principal Consultant, TCS, Bangalore, India (2005 – 2007)

EDUCATION

Master of Business Administration, University of Utah, Salt Lake City, UT

Master of Technology in Industrial Engineering and Management, IIT Kharagpur, West Bengal, India

Chief Product Officer (CPO) Program, Massachusetts Institute of Technology

CERTIFICATIONS

FinTech Certification, Harvard University

Certificate in Data Science and R Programming, Johns Hopkins University

The Analytics Edge Certification, Massachusetts Institute of Technology

Tackling the Challenge of Big Data, Massachusetts Institute of Technology

SAFe SPC Certification

Certified JIRA Project Administrator