Robin Ransom

Product Leader · B2B Platforms, Marketplaces and Operations Software

Mumbai, India · relocating to Abu Dhabi · available immediately · +91 77386 68416 · hello@robinransom.cv
linkedin.com/in/robinransommmmm · github.com/devrobinransom · robinransom.cv

Summary

Product leader who takes B2B platform, marketplace and operations products from discovery to rollout, and is technical enough to design the APIs and data models behind them. As acting CTO I owned product strategy for a creator-intelligence SaaS and the internal platforms of a 50-person agency. I now set product direction at a marine fabrication firm, running discovery with fitters, procurement, finance and public-sector clients. I have built a maritime marketplace connecting vessel owners, operators and charterers, and started out running operational rollouts on live sites with crews of 50.

Experience

SAR Engineering Works · Director, Product & Technology · Mumbai — May 2023 – Present

Marine and offshore fabrication firm serving BPCL, Indian Oil, the Indian Navy and Mazagon Dock. Advisory director until Feb 2026, full-time since.

- Own the vision and roadmap for SAR Fabrication OS, an operations platform spanning engineering, procurement, yard execution, inspection and delivery. Ran discovery with fitters, QC inspectors, procurement and finance; defined the data model that links each design revision to its parts, materials, work orders, inspections and shipments.
- Shipped the Barge Configurator, turning bespoke client requests into a repeatable configure, validate and quote workflow with a BOM and cost engine. Used it to scope and win a **₹95 lakh** contract in my first month full-time.
- Defined requirements for a tender-intake tool that reads live government (GeM) tenders, matches them to our capabilities and files the fits into the sales pipeline.
- Set commercial and partner terms: a formula-driven EPC bill of quantities for a 42 m jack-up barge, a nine-milestone payment schedule, and a contract library of nine contract types on a 21-module clause bank.
- Launched Marinus Manpower, a supply-side marketplace for marine trades: Meta Click-to-WhatsApp acquisition, a five-question WhatsApp screening flow and a tagged welder roster.

Fame Keeda · Head of R&D / Acting CTO · Mumbai — Jan 2024 – Feb 2026

Influencer-marketing agency. Joined as Business Analyst & Strategist at ~15 people with no tech team; promoted to Head of R&D after 11 months; left at ~50.

- Owned product strategy and roadmap for Fame-Dash, a B2B creator-intelligence SaaS: discovery with agency teams and brand stakeholders, UX journeys mapped for every user type, and a launch-ready product indexing **1M+** influencers from 20M+ profiles that cut scouting time by about **60%**.
- Hired and led a team of **7** across design, frontend, backend and AI/ML; wrote the requirements, ran prioritisation and set CI/CD and review standards across 50+ repos.
- Designed SOPs and KPIs for every department as the company scaled, then built the systems behind them: a CRM on Frappe, the proposal pipeline, vendor registration and affiliate tracking.
- Adoption, measured: **2,000+** automated webhooks a day, ~15 hours a week saved per operator, and three manual roles (data entry, MIS, list management) retired because teams used the tools.

Navadhiti Business Consultancy · Forward-Deployed Business Analyst & Product Designer · Bengaluru — Jun 2022 – May 2023

- Worked forward-deployed inside client teams, often from their offices: discovery, requirements, Figma flows and QA, then coordinating the build. Cascade3D (designs in days, live within weeks), UnlistedKart (iOS/Android redesign, share-transfer admin dashboard), Kaushal Circle. Fame Keeda was a client here before it hired me.

SAR Engineering Works · Project Manager, Site Execution — Apr 2020 – 2022

- Ran operational rollouts on live marine sites with crews of ~50: jack-up leg extensions at a naval base, a barge conversion in Gujarat, and a storm-damaged 50 m barge returned to service in 92 days.

Selected products

- **Shipwala**: maritime marketplace connecting vessel owners, operators and charterers. Asset discovery on a map, RFQs and proposals, availability holds, provider fleet management, verification, contracts, milestone invoicing and payments. Web, mobile and NestJS back end; 1,000+ tests.
- **Wunderkint CRM**: AI-native CRM with six agents, configurable role-based access and WhatsApp automation for a multi-team sales operation.
- **Squadz**: multi-role sports platform with player and operator apps and a web console: tournaments, consent controls, real-time presence.

Skills

Product: discovery and user research, requirements and user stories, roadmap and prioritisation, KPI definition, pricing and GTM, operational launch, SOP design
Technical: API and data-model design, system design, PostgreSQL and SQL, Python, TypeScript, event-driven workflows, LLM and agent integration
Domain: marine and heavy-industry operations, vessel and labour marketplaces, procurement, EPC costing, public-sector tenders
Tools: Frappe, Zoho One, n8n, Hasura, PostHog, GitHub Actions

Education

B.Tech, Mechanical Engineering · Vels Institute of Science, Technology and Advanced Studies (VISTAS), Chennai — 2016 – 2020

Languages: English, Hindi, Marathi, Tamil