

DEBASHISH SASMAL

Senior Product Leader | B2B SaaS & Enterprise Platforms | Product Strategy and Commercialization

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PROFESSIONAL SUMMARY

Senior product leader with 15+ years of experience building, validating, and scaling enterprise software, data-enabled workflows, and B2B platform products across complex stakeholder environments. Combines early engineering and data-platform depth with hands-on product leadership across strategy, discovery, roadmap definition, MVP validation, commercialization, and enterprise adoption. Experienced translating ambiguous customer and operational problems into product direction, success metrics, cross-functional execution plans, and measurable business outcomes. At UPMC Enterprises, led platform and venture-building initiatives across complex regulated environments, partnering with engineering, operations, GTM, compliance, and executive stakeholders to move products from concept through launch, adoption, and scale. Brings senior hands-on product judgment, technical fluency, customer discovery discipline, and commercial orientation to help enterprise SaaS products scale from product-market evidence to repeatable growth.

Selected Enterprise Product & Commercial Impact

- Built and scaled enterprise workflow platforms across complex, regulated environments, driving adoption across 100+ sites and commercialization across UPMC.
- Led AI/data-enabled and workflow-driven products by aligning user needs, operational workflows, enterprise stakeholders, engineering teams, and measurable business outcomes.
- Led BrainCheck investment, Epic integration, and enterprise expansion strategy, scaling cognitive screening workflows across primary care while improving onboarding by 90%, achieving ~2% denial rates, and generating ~\$400K revenue.
- Built and commercialized Safar Telecare, a multi-tenant workflow platform, reducing response times by 92%, increasing provider capacity ~3x, delivering \$4.5M+ in annual cost savings, and supporting acquisition by eVisit with ~3x value creation.

EXPERIENCE

UPMC Enterprises (*Innovation, commercialization and venture capital arm of UPMC*) – Pittsburgh, PA

Strategic Product Management & Digital Health Platform Leadership, Digital Solutions | Feb 2020 – Jul 2026

Sr. Manager (Director-level scope) | Manager | Sr. Product Manager | Product Manager

- Led enterprise platform and venture-building initiatives across UPMC, aligning clinical, operational, financial, engineering, data/IT and technology stakeholders around scalable products and commercialization strategies.
- Built Glimmer Health from a chronic pain care-model thesis into a digital health venture concept, defining patient/provider journeys, product strategy, platform architecture, operating model, and enterprise adoption path.
- Owned product direction across discovery, definition, build, launch, and iteration for enterprise workflow products, translating stakeholder insights into roadmap priorities, MVP scope, success metrics, adoption plans, and commercialization strategy.
- Led BrainCheck investment, Epic integration, and UPMC-expansion strategy, scaling cognitive screening workflows across the PCP network while improving onboarding by 90%, achieving ~2% denial rates, and generating ~\$400K revenue.
- Developed system-level investment theses across priority domains (Chronic Pain, Cognitive Care, Surgical Services, Radiology, emerging technologies), informing venture creation, platform strategy, and capital allocation decisions; contributed to UPMC's first venture studio partnership with Hashed Health.
- Influenced creation of new ventures and supported strategic investments in digital health companies (e.g., Ultromics, Via Health [NewCo]), aligning clinical, operational, and financial stakeholders around scalable value-based care models.
- Built and scaled Safar Telecare, a multi-tenant clinical workflow platform across ICU, stroke, neurology, and psychiatry, reducing response times by 92%, increasing provider capacity ~3x, and delivering \$4.5M+ in annual cost savings.
- Translated Safar Telecare from an internal workflow platform into a commercialization-ready asset, shaping buyer narrative, packaging, stakeholder alignment, and diligence materials that supported acquisition by eVisit and ~3x value creation.

Board & Venture Advisory Experience | Jan 2024 – May 2026

- Board Observer and strategic advisor to portfolio companies (BrainCheck, ThriveAP, Glimmer Health), advising executive teams on product strategy, commercialization sequencing, and enterprise health-system partnerships that drive adoption and growth
- Partner with VC firms and venture studios to evaluate opportunities, refine product-market fit, shape commercialization strategy, and bring enterprise buyer / health-system insight into venture development

PayPal Inc. – San Jose, CA

Product Management – Intern | May – Aug 2019

- Designed and prototyped a developer insights platform providing visibility into engineering productivity metrics across ~3,000 engineers, enabling data-driven decision-making and reducing delayed releases (~\$3M impact).

InsideView Inc. (*CRM Intelligence Platform - acquired by DemandBase*) – Hyderabad, India

Lead, Data Engineering (Interim PM scope) | Apr 2014 – Dec 2018

Principal | Senior | Software Engineer

- Launched Data-Validation-as-a-Service, a commercial data quality platform leveraging human-in-the-loop verification.
- Built and iterated on the human-in-the-loop data validation platform, improving data accuracy to ~90% and reducing processing time by 4x through workflow optimization.

Oracle – Hyderabad, India

Applications Engineer | Aug 2012 – Mar 2014

- Delivered core module for a real estate platform, reducing go-to-market time by ~4 months.

Infosys – Chennai, India

Systems Engineer | Jul 2010 – Aug 2012

- Defined UI benchmark guidelines and UI testing framework reducing the development time by 15% and testing period by ~30%.

AI PRODUCT BUILD

Pic-to-Plate, AI Recipe App | Solo Founder, Product & Engineer | Jun 2026

Built and launched an AI-powered web and iOS app, owning product strategy, user experience, Claude integration, FastAPI/Supabase architecture, auth, caching, rate limits, CI/CD, and production deployment.

EDUCATION

Carnegie Mellon University

MS, Product Management – 2019

Biju Patnaik University of Technology

B.Tech, Computer Science and Engineering – 2010 | Gold Medalist

COMPETENCIES

Digital Health Product Leadership

AI-Enabled Health Experiences • Enterprise Healthcare Platforms • Clinical Workflows • Product Strategy • Commercialization

Healthcare AI & Data Products

AI/ML-Enabled Workflows • Data-Driven Decision Making • Workflow Intelligence • Experimentation • Personalization

Execution & Enterprise Alignment

Cross-functional Leadership • Engineering / Clinical / GTM Partnership • Compliance-Aware Product Delivery • Executive Communication

Commercialization & Growth

Enterprise Adoption • Go-to-Market Strategy • Build / Buy / Partner Strategy • Product Packaging • Measurable Outcomes

LEADERSHIP, MEDIA AND COMMUNITY

Host and Co-creator – The Product Signal Podcast | Guest Lecturer – Carnegie Mellon University | Advisor – Pittsburgh Health Data Alliance (PHDA), CMU Capstone Engagement | Panel Speaker – Jumpstart Healthcare Accelerator, Product Tank