**Ramanuj Bhattacharjee**

**Summary:** A Product Executive of the Start-up ecosystem with a proven track of building successful SaaS Products from scratch to profitable.

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| Bangalore  Mobile: 9980101158  Email:ramanuj.bhattacharjee@ gmail.com  **SKILLS & RESPONSIBILITIES**   * Product Strategy * Product Led Growth (PLG) * Agile/Scrum Methodology * Roadmap Prioritization * Program Management * Business Analysis * Stakeholder Management * Vendor Management * Cross-team Collaboration * Client Interaction * Go-To-Market Strategy * User Stories/PRD * Usability Testing, UX * People Management * Artificial Intelligence, ML, NLP * C, Selenium, python, Java, HTML, JS * Rest API, SQL, AWS, * Distributed System Design * JIRA, Aha, Confluence, Miro, Slack   **EDUCATION**   * BE (2nd Topper), NIT (Surathkal) * MBA, Alliance Business School   **ACHIEVEMENTS**  Best Engineer award from Institute of Engineers  Jagadish Bose National Science Talent Search Scholarship (one among 6 people representing state) | WORK EXPERIENCEProduct Consultant (April 2023 – Present)Currently working as Product & Prgm Director for Signpost India [DOOH advertising, Computer Vision, Logistics Supply chain, IOT etc.,] ([www.signpostindia.com](http://www.signpostindia.com)).  * + Introduced new Ops Mgt Portal [reducing 70% manual work]   + Formulated customized CRM module [100% streamline and accurate tracking]   + Conceptualized AI based planning module [potential reduction of 85% manual work]   + Vendor Mgt, Build vs Buy decisioning, conceptualizing new Platform capabilities (to remove asset idle time and increase revenue) * Product Head with Aaharan (an e-learning startup aimed at democratizing school education in tier 2/3 cities) ([www.aaharan.com](http://www.aaharan.com))   + Helped double customer base in 7 months  Director, Product Management (Nov 2021-Nov 2022) Screen-Magic, Remote. [https://www.sms-magic.com](https://www.sms-magic.com/)  Screen-Magic helps businesses connect with their audience through personalized messaging via their preferred channels (Text messages, WhatsApp, Facebook messenger, chatbot)   * Formulated Product Strategy (ex: SaaS-ifying CRM modules, Chatbot introduction etc.,) aimed at increasing revenue from $14M to $25.4M. * Roadmap Prioritization, Stakeholder management,fostered collaboration across cross-functional teams. * Optimized existing workflow, conceptualized new Trial & Onboarding flow (reducing churn by 9%) * Initiated PLG approaches on certain audience segments * Initiated new Beta programs, increasing customer feedback by 12% * Mentored Product team of 7, Tracking OKRs, GTM , people management * Optimized project management with JIRA, aha, Confluence, resulting in 13% reduction in delivery timeline * Coordinated with the Engineering team, 3rd party partners and optimized Cache, Rest API, SQL query to reduce server load by 11%  Product Consultant (2019 – 2021)  * Hawkai (<https://www.hawkai.net>): Contributed to the development of a cutting-edge cloud-based product leveraging Artificial Intelligence, enabling businesses to harness data-driven Business Intelligence capabilities. * Asianpress ([www.asianpress.in](http://www.asianpress.in)): Supported the publishing house in implementing effective Product-Led-Growth (PLG) strategies to increase customer acquisitions.  PM Jivox (2012 – 2018) Bangalore, <https://www.jivox.com/company>  Jivox is a B2B SaaS product providing personalized dynamic advertising using machine learning algorithm.   * Client communication, requirements gathering, competitor/market analysis to drive product development. Documented user stories, release notes * Coordinated with cross-functional engineering teams throughout the release cycle, ensuring timely delivery for 20+ releases (SDLC) using Agile Methodology. Tracked release timelines and internal milestones for seamless project execution. * Conducted usability testing, ROI analysis, delivering early feedback and driving iterative product enhancements and improve user satisfaction.  Director, Quality Assurance, Jivox (2008-2012) Bangalore, <https://www.jivox.com/company>   * Built the Quality team from scratch: recruiting, training, motivating team members and ensure end-to-end product quality. * Improved testing process of the machine learning-based algorithms: Streamlined testing methodology, 35+ cloud releases without any critical issue reported from field.  Senior QE Engineer, Adobe (2006-2008) Bangalore, [www.adobe.com](http://www.adobe.com/)   * End-to-end Ownership of multiple modules for Director (v 11) release * Handled 12+ releases of Shockwave Player and contributed to achieving million+ daily downloads. * Worked on multilingual releases of Director and Shockwave Player.  Software Engineer, Applabs (2004 – 2006) Hyderabad, [www.applabs.com](http://www.applabs.com/)   * Worked as an early team member of the e-learning project Blackboard taking multiple module responsibility. * Contributed to the project becoming the single largest project of the organization, generating 19% of the organization’s total revenue. |