

# SOUVIK MAJUMDAR

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## PGDM, IIM Lucknow

2001 — 2003

## B.Tech(Hons), IIT Kharagpur

1997 — 2001

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### 20+ Years Driving SaaS Innovation, Startup Growth & Business Transformation

Expertise in building products, teams, companies (0 - 1 Journeys)

15 years as an Entrepreneur in HR Tech, Education SaaS (peak MAU of 25k)

5+ Years in Enterprise Consulting with E&Y, HCL Technologies

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### Solo Founder, GroSum (HRTech, SaaS)

2014 — Present

Talent Management platform - 175 customers in 15 countries

- Founded and scaled a **SaaS-based Talent Management** platform from **0 to 1**, serving 175 customers across 15 countries.
- Led product strategy from ideation to market launch, ensuring scalable and reliable architecture.
- Spearheaded **go-to-market** strategies, including feature training, demos, and product marketing through content, events, and videos.
- Directed **customer success** initiatives, managing online implementations and support.
- Built and managed **partner relationships** to execute region-specific go-to-market strategies.
- Navigated the challenges of scaling a startup, driving growth, and managing business operations across global markets.

### Partner, TuneSpray (Edtech – K12)

2009 — 2014

Responsible for Product Management, Operations & Finance at EdTech SaaS & Online Learning solutions for CBSE Schools

- Conceptualized, designed, and managed **SaaS & online learning** solutions for **CBSE** schools, taking the product from concept to market success.
- Led product management, operations, and finance, scaling the platform to over **100 schools**.
- Built and managed cross-functional teams of engineers, designers, and sales representatives.
- Conducted user research to inform **product roadmap** and improve customer engagement.
- Oversaw recruitment, finance, and administration to ensure operational efficiency.
- Successfully navigated startup challenges, focusing on sustainable growth and user adoption.

## Senior Consultant, E&Y

2007 — 2008

### Project Delivery & Consulting in Advisory Services

- Delivered **advisory services** in business strategy alignment and enterprise IT planning.
- Led ERP package selection, vendor negotiations, and implementation audits.
- Reviewed business process controls to optimize ERP-enabled operations and maximize ROI.
- Provided strategic guidance on **IT transformations**, aligning technology with business goals.

## Lead Consultant, HCL

2004 — 2007

### Pre-Sales, Consulting & Project Delivery

- Led **consulting** engagements from initiation to delivery, focusing on enterprise IT solutions.
- Managed **pre-sales** and bid management for large multinational engagements.
- Contributed to knowledge management for the **SAP** practice and strategic planning for HCL's Kolkata Delivery Center.

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## KEY ACHIEVEMENTS

- Winner of **Innovation in ICT Award** by the Department of Science & Technology, Govt. of India.
- Built and scaled two SaaS platforms (**HRTech & EdTech**) from 0 to 1, impacting 175+ global clients.
- Successfully led **digital transformation** projects and **ERP** implementations across multiple industries.
- Drove customer success strategies, ensuring high client retention and satisfaction.
- Developed go-to-market strategies that resulted in significant business growth and market penetration.
- Navigated complex startup challenges, ensuring sustainable growth and market differentiation.