



SOUGAT KALYAN RAY

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Career objective

Accomplished Product Manager with 8 plus years' leading cross-functional teams to deliver market fit products. Seeking an opportunity to leverage my expertise in Product Life Cycle, Promotion Strategy & Design Thinking to drive top-line growth while optimizing bottom-line margin. Skilled data analysis, Strategy Development and problem-solving, I excel delivering solution with stringent timelines and maximize resource efficiency for dynamic Organization.

Skills

Team Work

Critical Thinking

Training

Vendor Selection

MS Office

Digital Marketing

experience

Mar 2023-Present

PRODUCT MANAGER

FENA PVT LIMITED (DELHI)

- Conduct regular market insights to understand consumer needs, identify gaps, convert them to NPD roadmaps with proper GTM Strategy.
- Design Pricing Structure ,various schemes/incentives and packaging design.
- Coordinate cross-functional teams during product launch, review post launch Maintain close relationship with R&D, vendors and other stakeholders to understand quality and other specifications of defined products.
- Monthly Market Visit and frequent Market Research to find gap and develop Product road Map for perfect Product Market fit.
- Data analytics (Descriptive/Predictive analysis) to evaluate market Information, followed by Competitive analysis and Post -launch Analysis.
- Understand the contribution Margin and take essential steps to maintain P&L.
- Minimize COGS, optimize Pricing to increase revenue for better Gross Profit.
- Packaging design, POSM for marketing promotion to aware consumers.
- Understand Marketing Budget and coordinate with branding team for marketing Activities, Newspaper advertisement & other media.
- Influencer Marketing and Digital Promotion of Product.

Jan 2020 - Mar-2023

MARKETING EXECUTIVE

EVEREADY INDUSTRIES (I) LTD (KOLKATA)

- Pricing & Gap Analysis – Meticulously monitor competitors and take decision
 - To deliver right products to right customers with required Profitability.
 - Benchmark Internal Pricing & product specification with competitors.
 - Pay-out Analysis – Monitor Scheme Payouts.
- Visit Market and understand market working closely with sales team.
- Demand forecasting –Channel-wise, SKU-wise monthly Demand Forecast.
- NPD - worked with R&D and other stakeholders during 9W EME & Spike Guard.
- Introduced "LED Bulb Display"& "bulb tester" .
- Brand Promotion & Packaging Design, POSM, Catalogue.
- Co-coordinating with Vendor/Agency for creativity/Printing/Installation for BTL.
- Monitor & Schedule : Loyalty Program to generate demand.

June 2016 - Jan-2020

BUSINESS DEVELOPMENT EXECUTIVE

MOTHER DAIRY (HYDERABAD/NAGPUR)

- To Develop New area and to evaluate existing Region.
- To Build New SS, Distributors and retailers to expand length and breadth.
- Keep track on Primary and Secondary Sales
- Regular Market retail visit and keep track on Sales team.
- Work on sales leads and convert those to deals by negotiation.
- Responded promptly to customer queries to increase overall satisfaction.
- Negotiate and close deals with vendors and company partners.

education

June 2016-MBA in Marketing

Army Institute of Management
Kolkata

Jan 2012 –B. TECH in EEE

BPUT University.
Odisha.

July 2023 – Digital Marketing

Google Garage.
Certificate ID: 9ME SDS 9ZT

Relevant Course/Workshop

Influencer Marketing -Upgrade
Data Analytics with MS Excel
By Coursera
Power BI by Skill Nation

Awards & Honor

ESS Award for innovation for
“LED BULB TESTER”

Extracurricular Activities

Travelling
Dancing
MS Office
Designing.