

# GUNJAN SENGUPTA

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 India

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Product Leader with 7+ years' experience delivering high-impact digital products across B2B and B2C markets, driving multi-million-dollar ARR, and leading cross-functional teams across product, engineering, design, and marketing. Proven expertise in product strategy, lifecycle management, market research, and data-driven decision-making, with a track record of scaling adoption and revenue across global markets.

## EDUCATION

**Bachelor of Technology**, *Indian Institute of Technology (IIT) Kharagpur*

2018

• GPA: 8.4/10

## EXPERIENCE

**Director - International Business & Growth**, *Ripik.ai*

01/2024 – Present

Noida, India

- **Built Ripik.ai's international business from scratch**, working directly with the founder, designed and executed the full market entry strategy, established sales teams in the U.S., Brazil, Turkey, and Colombia, and created a scalable lead generation engine and **demo platform**.
- **Revamped product go-to-market (GTM) strategy** for industrial AI SaaS, targeting steel and cement sectors; **tweaked the existing product to build the Product Market Fit**.
- Implemented **integrated campaigns** with SEO, LinkedIn thought leadership, and targeted email marketing, significantly improving inbound lead quality.
- **Recruited, structured, and led** a 15-member cross-functional growth and product team (analysts, solution associates, designers, content creators), enabling execution and brand consistency across 10 markets.
- **Standardised global brand identity** by introducing a comprehensive brand guideline, redesigning marketing collateral, and unifying demos, proposals, agreements, and website templates — improving brand recall and sales enablement efficiency.
- Represented Ripik.ai at **10+ global industry conferences** with speaking roles in 2, positioning the company as an innovation leader and expanding C-suite and decision-maker networks in target industries.
- **Acquired 18 enterprise customers across 10 countries within 1.5 years**, delivering **\$500k+ ARR** and securing deployments in **3 of the world's top 5 cement manufacturers** and **2 of the top 5 steel manufacturers** outside India and China.
- **Customised product solutions** for regional market needs, including LIDAR-based volumetric stockpile analysis and IR-camera-based moisture detection, enabling new client acquisition and retention in high-value accounts.
- **Led Ripik's first U.S. product deployment**, overseeing implementation, change management, and customer success, converting it into a **\$100K+ ARR account** with multi-site expansion.
- Developed **customer feedback loops** with enterprise accounts to shape product roadmaps and increase adoption, reducing churn risk in competitive global markets.
- Oversaw **P&L, revenue forecasting, sales pipeline, and OKRs** to guide market prioritisation and resource allocation.

## Senior Product Manager, *Miko.ai*

09/2021 – 01/2024

Mumbai, India

- **Owned end-to-end product lifecycle** for Miko Parent App, Miko Companion App, and Miko Max subscription from **discovery to product prioritisation and roadmap execution**.
- Headed **complete redesign of Miko Parent App**, introducing dynamic widgetization, doubling average session time, and **increasing subscription trial sign-ups by ~70% and user retention by ~50%**, driving \$2M ARR in FY23 (+150% YoY).
- **Led cross-functional team of 14** (engineering, QA, UI/UX, analytics, APMs) across **two product verticals**.
- Managed **beta testing, release cycles, A/B experimentation**, and feedback loops, ensuring high-quality, data-driven product enhancements.
- **Increased NPS and app store rating** from 2.9 to 3.9 via CRM-driven feature launches (usage reporting, parental controls, content localisation).

## Senior Program Manager - Growth, *Byju's FutureSchool*

08/2020 – 09/2021

Mumbai, India

- Led planning and analytics for **productized learning models**, including **1:Many Class Model and Mobile Class Trials**, achieving a **\$6M ARR run-rate**.
- Introduced **intelligent lead filtration** and scoring for mobile trials, **improving paid conversion rates by ~40%**.
- Scaled **new 1:Many courses in Brazil and Mexico** to contribute 30% of regional revenue within 30 days of launch.

## Senior Business Analyst - Revenue Management, *Ola Cabs*

07/2018 – 08/2020

Bengaluru, India

- Drove product ideation and KPI tracking for **Partner Lifecycle Management**, covering incentives, onboarding, and communications.
- Developed **city-level product launch and business plans** after conducting **on-site supply/demand analysis in 13 UK cities**.
- Created **post-COVID supply recovery strategy**, restoring 70% market capacity internationally while maintaining 90%+ completion rates.

## CORE SKILLS

**Product Strategy & Vision** — Product Strategy & Roadmapping | Product-Market Fit | Portfolio Management | Roadmap Prioritization | Solution Design & Pilot Execution

**Customer & Market Insight** — Customer Research & Insight | Market Expansion Strategy | Product Requirement Definition (PRD) | Stakeholder Management

**Execution & Delivery** — End-to-End Product Lifecycle | Agile / Scrum Methodologies | Experimentation Frameworks (A/B, Multivariate) | Change Management | OKRs & KPI Management

**Data & Analytics** — Data-Driven Decision Making | Funnel & Cohort Analysis | Business Intelligence Tools (Mixpanel, Tableau, Amplitude)

**Technical & Tools** — CRM Tools (HubSpot, Zendesk) | Programming (Python, MySQL) | Product Analytics (GA4)

## Publications

**Probabilistic Path Planning Using Obstacle Trajectory Prediction,**  
*ACM Digital*

2019

*LSTM-based Dynamic RRT* path planning algorithm (LD-RRT) for robot navigation in dynamic environments, incorporating future obstacle trajectory predictions to reduce traversal time and re-planning frequency, outperforming state-of-the-art planners