

# **Nilanjana Chatterjee**

New York City Metropolitan Area | [nilanjana.chatterjee1989@gmail.com](mailto:nilanjana.chatterjee1989@gmail.com) | 929-317-7373 | LinkedIn: [www.linkedin.com/in/nilanjana-chatterjee/](https://www.linkedin.com/in/nilanjana-chatterjee/)

## **Professional Summary**

Results-driven Senior Product Manager with 10+ years of experience building enterprise digital transformation solutions, AI-powered product innovation, and cross-functional leadership across high-growth technology environments. Proven expertise in translating complex technical requirements into strategic business outcomes, with a track record of delivering multi-million-dollar initiatives that drive measurable growth. Strong technical background combining deep expertise in AI/ML systems, e-commerce optimization, and CRM transformation with demonstrated success leading cross-functional teams through ambiguous challenges while maintaining focus on data-driven results and scalable solutions.

## **Core Competencies**

**Product Leadership & Strategy:** End-to-end product lifecycle management, Strategic roadmap development, Cross-functional stakeholder alignment, Go-to-market strategy, Competitive positioning, Product vision and execution, Business case development, Market analysis

**AI & Technology Innovation:** AI/ML implementation, Personalization engines, Intelligent system architecture, Cloud infrastructure optimization (AWS, Google Cloud), API integration, Payment gateways, Enterprise system connectivity, Emerging technology adoption

**E-commerce & CRM Expertise:** Multi-platform e-commerce implementations (B2B, B2C, Headless Commerce, Omnichannel), Conversion rate optimization, A/B testing, Business process automation, Revenue optimization, Customer journey enhancement

**Technical Leadership:** System architecture, High-throughput services, Scalable infrastructure, REST API design, Performance optimization, Enterprise-grade solutions, Integration testing, Technical product strategy

**Analytics & Problem Solving:** Data-driven decision making, Product metrics and analytics, SQL, Technical problem solving, Performance analytics, Integration optimization, Predictive analytics

## **Technical Skills**

**E-commerce Platforms:** Salesforce Commerce Cloud (Demandware), Magento, Shopify, SAP Hybris, Adobe Experience Manager (AEM), VTex, BigCommerce, Elastic Path, Drupal Commerce, Spryker,

**Product Management:** Product Vision & Roadmap, Agile Methodologies, Scrum, Waterfall-Scrum Hybrid, User Stories, Wireframes, Prototypes, Sprint Planning, OKRs, Feature Specification

**AI & Analytics:** Machine Learning, AI-driven Recommendations, Personalization, Predictive Analytics, Prompt Engineering, Google Analytics, Tableau, Power BI, SQL, Data Mining

**Integration & Systems:** Product Information Management (PIM), Order Management System (OMS), Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Payment Gateways, API Integrations, Buy Online Pick-up In Store (BOPIS), Third-party Integrations

**Development & Testing:** Software Development Life Cycle (SDLC), Test-Driven Development (TDD), Behavior-Driven Development (BDD), Quality Assurance Automation, User Acceptance Testing (UAT), CI/CD Pipelines

**Tools & Platforms:** Jira, Confluence, Amazon Web Services (AWS), Google Cloud Platform, Selenium, InVision, Miro, Microsoft Visio, Balsamiq, Microsoft Office Suite, Git

## Professional Experience

### Senior Product Manager | Born Group | July 2019 – Present

#### Strategic Product Innovation & Business Impact:

- Defined product vision and strategic roadmap for enterprise e-commerce platforms, aligning initiatives with organizational objectives and market opportunities across multiple client engagements
- Led development of mission-critical payment gateway for major Canadian financial institution, managing full product lifecycle from requirements through successful market launch with banking API integration and regulatory compliance
- Spearheaded AI-powered personalization and omnichannel strategies contributing to 15% increase in digital revenue, demonstrating ability to translate advanced AI technology into tangible business value

#### Cross-Functional Leadership & Execution:

- Directed cross-functional teams across Product, Engineering, Marketing, and Sales to deliver complex multi-million-dollar e-commerce re-platforming projects for B2B, B2C, and SaaS clients
- Collaborated with C-level stakeholders on annual business planning, providing strategic input on product investments, quarterly OKRs, and market expansion opportunities tied to measurable business outcomes

- Successfully launched BOPIS feature achieving 63% improvement in net sales, 50% increase in local store inventory utilization, and 7% reduction in customer churn year-over-year

### **Technology & Innovation Management:**

- Implemented cutting-edge AI technologies including Generative AI-driven test case generation and automated scenario validation to enhance QA automation and BDD workflows
- Leveraged AWS and Google Cloud infrastructure to architect scalable, cost-efficient solutions supporting distributed testing environments and cloud-based integrations for enterprise platforms
- Managed comprehensive third-party integrations across PIM, OMS, ERP, CRM, Payment Gateways, and Analytics Tools, ensuring seamless data flow and operational efficiency

### **Optimization & Performance Excellence:**

- Collaborated with data analytics and BI teams to analyze conversion rates, implement A/B testing frameworks, and optimize checkout processes for enhanced customer journeys
- Utilized Test-Driven Development and Behavior-Driven Development methodologies to ensure robust, testable, and scalable e-commerce solutions
- Established comprehensive UAT and QA testing processes, ensuring compliance and delivering measurable increases in product quality and user satisfaction

### **Team Development & Leadership:**

- Mentored junior product professionals, driving skill development and enhancing team effectiveness across cross-functional teams
- Led training and mentoring initiatives that improved team performance and accelerated professional development
- Contributed to talent identification and assessment processes, fostering organizational growth and capability development

## **Product Owner | Vlink Inc | April 2017 – January 2018**

### **CRM Transformation & Financial Services Optimization:**

- Conducted comprehensive Gap Analysis and Business Process Automation for enterprise financial services CRM enhancements, identifying efficiency opportunities and implementing strategic improvements
- Optimized complex loan servicing and financial transaction platforms through systematic analysis and user experience enhancements, resulting in measurable operational efficiency gains

- Developed detailed Business Requirements Documents (BRD), Functional Requirements Documents (FRD), and Use Case Diagrams that guided successful multi-phase financial services transformation projects
- Performed advanced data mining and statistical analysis to identify market trends, risk patterns, and customer behavior insights that drove strategic decision-making in financial services

## **Lead Business Analyst | Nextworld Technologies | August 2015 – March 2017**

### **E-commerce Platform Development & Market Expansion:**

- Built Magento-based e-commerce platforms targeting emerging international markets, conducting comprehensive market research and competitive analysis to improve product positioning
- Implemented Agile methodologies including Joint Application Development (JAD) sessions, backlog grooming, and roadmap planning, ensuring alignment across technical and business stakeholders
- Created comprehensive training documentation and user adoption strategies that accelerated customer onboarding and improved product engagement metrics
- Collaborated with global cross-functional teams to gather requirements, define project scope, and develop detailed implementation plans for complex e-commerce solutions

## **Project Management Intern | Accenture | May 2014 – June 2014**

- Supported enterprise transformation initiatives through process optimization, market research, and competitive landscape analysis

## **Business Test Analyst | CPA Global | November 2011 – April 2013**

- Developed comprehensive test plans, test cases, and QA frameworks for complex enterprise applications using defect tracking tools
- Created automated testing frameworks contributing to improved platform reliability and quality assurance processes

## **Technical Intern | Dell Technologies | 2010**

- Gained foundational experience in systematic testing protocols, bug tracking tools, and quality assurance processes

## **Education**

MS in Business Analytics | Saint Peter's University

MBA in Management | IILM

BTech in Computer Engineering | Jaipur Engineering College

## Certifications

CSPO | Certified Scrum Product Owner

CCBA | Certification of Competency in Business Analysis

## Key Achievements

**Enterprise Product Success:** Successfully launched 15+ complex enterprise products across multiple e-commerce and marketplace platforms and SaaS solutions with measurable business outcomes, demonstrating ability to manage full product lifecycle from ideation to market success

**Revenue Growth Impact:** Delivered 63% sales improvement and 15% revenue increase through strategic AI implementation and SaaS optimization initiatives, proving ability to translate technology into business value

**Technology Innovation Leadership:** Pioneered implementation of AI-powered recommendations, personalization engines, and Generative AI systems in enterprise and SaaS product environments, showing expertise with cutting-edge technology solutions

**Cross-Platform Integration Excellence:** Led implementations across diverse technology stacks including Salesforce Commerce Cloud, Magento, Shopify, and enterprise SaaS systems, demonstrating versatility in complex technical environments

**Team Leadership & Development:** Built and mentored high-performing cross-functional teams in SaaS environments, contributing to talent development and organizational capability enhancement while establishing scalable Agile frameworks

**Process Optimization Impact:** Established comprehensive product development, testing, and deployment processes for SaaS products that improved efficiency and quality across multiple product lines, showing ability to scale operations effectively