

# SOUMYA MUKHERJEE

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5 years of product management and 10 years of overall experience in technology and leadership roles.

## PROFESSIONAL EXPERIENCE

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**CreditVidya (a CRED entity) | Hyderabad**

September 2023 - Present

### Senior Product Manager

- Owned Rewards and Communication product charters to drive up customer engagement and improve loan conversion
- Secured buy-ins and streamlined product development by developing PRDs, Figma mocks, and roadmaps for stakeholders
- Led research activities to define reward-hungry user personas and prioritize roadmap items for Rewards product

**Independent Professional Development | Pune (Remote)**

March 2023 - September 2023

**JioSaavn | Mumbai (Remote)**

July 2021 - March 2023

### Senior Product Manager, Ad Platform

April 2022 - March 2023

- Developed annual **B2B SaaS product roadmap** to grow multiple ad products for executing 1000+ ad campaigns
- Led Product Managers to build an **intuitive Sales automation product** to drive a remarkable 30% surge in Sales efficiency
- Successfully **led cross-team collaboration** to develop an ads data platform leading to a **25% user adoption growth** in a quarter

### Product Manager, Ad Platform

July 2021 - March 2022

- Designed a robust analytics product that **enhanced campaign reporting for users** and **grew platform engagement** by 28.5%
- Led teams to upgrade PHP APIs to Python and reduce ads API failures, **reducing user support tickets by 20%**
- Automated tracking of user experience metrics** for SaaS products to increase product adoption by 25% in two quarters

**OZiva | Mumbai (Remote)**

June 2020 - June 2021

### Product Manager, E-Commerce Products

- Streamlined payment gateway integration for OZiva's e-commerce site to cut costs by 70% and reduce **user churn by 50%**
- Built subscription product 'OZiva Prime' with **community benefits** that **improved user retention rate by 25%**
- Built cash-back product 'OZiva Cash' that **increased monthly repeat purchases by website users from 22% to 40%**

**Pro Bono Projects | Kolkata (Remote)**

January 2020 - June 2020

**One-take-prog Productions | Bengaluru**

April 2019 - December 2019

### Founder

- Conceptualised 'otpFirst' platform to **improve royalty payouts** to independent artists (up to 70%) using Blockchain ledgers

**Jivox | Bengaluru**

May 2018 - April 2019

### Senior Product Manager, Ad Platform

- Scaled integration with data partners like Breezometer to **improve personalized ad relevance for users by 25%**
- Upgraded **user data privacy policies** to enable data compliance **as per GDPR** and mitigated legal risks worth €10M
- Created 'Canvas Studio' product **to help campaign managers** build high-quality ads and **reduce ads development time by 15%**

**Microsoft | Hyderabad**

October 2014 - March 2017

### Associate Consultant (IoT and Microsoft Azure)

- Spearheaded functional tests to launch **cloud-connected vehicles network for North America and China users** worth \$175M

**Deloitte US India | Hyderabad**

July 2013 - October 2014

### Technology Risk Consultant

- Engineered user-centric solutions for clients to **source large-scale Identity and Access Management projects worth \$15M**

## EDUCATION

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**Indian School of Business | PGP (MBA equivalent) in Management | Hyderabad**

April 2017 - April 2018

**Malaviya National Institute of Technology | B.Tech. Computer Engg. | Jaipur**

July 2009 - June 2013

## OTHER INTERESTS

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- Cooking, Writing, Practicing Yoga, Progressive Rock patronage