

SOUMYA MUKHERJEE

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

PROFESSIONAL EXPERIENCE

Self-Employed | Pune

March 2023 - Present

Independent Professional Development

- Got Udemy certification on 'The Product Management for AI & Data Science 2023' to break into AI product management
- Enabling product companies to conquer **cutting-edge SaaS challenges** through engaging and actionable **blog posts**
- Developed '5Films' - a **personalised** movie recommendation web app to drive **user engagement** and **CSAT**

JioSaavn | Mumbai (Remote)

July 2021 - March 2023

Senior Product Manager, Ad Platform

April 2022 - March 2023

Business Goal: Execute new **customer-centric growth strategy** for **JioSaavn ads** through robust platform products

- Developed annual **B2B SaaS product roadmap** to scale multiple ad products for executing 1000+ ad campaigns
- Led Engineers and Product Managers to build **Sales Processes and Systems automation** to improve Sales efficiency by 30%
- **Led product growth** for JioSaavn Dynamic Audio ads in the Indian audio ads market generating **revenue of >\$100K**
- Successfully **led cross-team collaboration** to develop ads data platform leading to a **25% adoption growth** in a quarter

Product Manager, Ad Platform

July 2021 - March 2022

- Built a robust analytics product that **enhanced campaign reporting for customers** and **grew platform engagement** by 28.5%
- Led teams to upgrade PHP APIs to Python and **reduce ads API failures**, reducing customer support tickets by 20%
- Led **strategic customer initiatives** and delivered **feedback loops** which led to a **20% increase in platform customer satisfaction**
- Automated metrics tracking for SaaS products to **increase customer-driven platform adoption by 25%** in two quarters

OZiva | Mumbai (Remote)

June 2020 - June 2021

Product Manager, Digital Commerce Products

- Streamlined **payment gateway integration** for OZiva's e-commerce site which **cut costs by 70%** and reduced **churn by 50%**
- Built subscription product 'OZiva Prime' with **community benefits** that **improved customer retention rate by 25%**
- Built cash-back product 'OZiva Cash' that **increased monthly repeat purchases by website customers 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 payments** 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 customers by 25%**
- Upgraded **customer data privacy policies** to enable data compliance **as per GDPR** and mitigated legal risks worth €10M
- Created a canvas studio product **to help campaign managers** 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 customers** worth \$175M

Deloitte US India | Hyderabad

July 2013 - October 2014

Technology Risk Consultant

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

EDUCATION

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

- Cooking, Writing, Practicing Yoga, Progressive Rock patronage