

SOUMYA MUKHERJEE

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6 years of product management experience and over 10 years in technology and leadership roles.
Proven expertise in product roadmap development, product marketing, client experience, and data-driven strategies.

WORK EXPERIENCE

CreditVidya - a CRED entity | Senior Product Manager, Growth Charter Sep 2023 - Present

- Developed and managed product roadmap for Rewards platform to boost loan disbursements, achieving a 50% adoption rate
- Defined product strategy using propensity models and audience analytics to improve campaign performance
- Building a data collaboration platform to centralize consented user base sourced from multiple partners, optimizing CAC
- Led A/B testing initiatives to refine Rewards, resulting in a 25% increase in user engagement
- Collaborated with cross-functional teams to hire product managers, adding skills and cultural fit to drive product success

Independent Professional Development Mar 2023 - Sep 2023

JioSaavn | Senior Product Manager Jul 2021 - Mar 2023

- Developed annual product roadmap for B2B SaaS products, resulting in the execution of 1000+ ad campaigns
- Led cross-team collaboration to develop an ads data platform, increasing user adoption by 25% in a quarter
- Managed product marketing and client experience to launch dynamic audio ads adding revenue worth over \$100K
- Designed a robust analytics product that enhanced campaign reporting and grew platform engagement by 28.5%
- Upgraded PHP APIs to Python, reducing ads API failures and user support tickets by 20%
- Automated tracking of user experience metrics for SaaS products, increasing adoption by 25% in two quarters

OZiva | Product Manager Jun 2020 - Jun 2021

- 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 by 25%
- Built cash-back product 'OZiva Cash' that increased repeat purchases by website users from 22% to 40%

Pro Bono Projects Jan 2020 - Jun 2020

One-take-prog Productions | Founder Apr 2019 - Dec 2019

- Conceptualized 'otpFirst' platform using Blockchain to improve royalty payouts to independent artists

Jivox | Senior Product Manager May 2018 - Apr 2019

- 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, reducing ads development time by 15%

Microsoft | Associate Consultant Oct 2014 - Mar 2017

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

Deloitte US India | Technology Risk Consultant Jul 2013 - Oct 2014

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

EDUCATION

- **Indian School of Business** | PGP (MBA equivalent) in Management | Hyderabad Apr 2017 - Apr 2018
- **Malaviya National Institute of Technology** | B.Tech. Computer Engg. | Jaipur Jul 2009 - Jun 2013
- **The Product Management for AI & Data Science 2023** Certification (Udemy) | AI/ML Product Management

OTHER INTERESTS

- Cooking, Writing, Practicing Yoga, Producing Music