Soumya Mukherjee
+91-8978630885

contactsoumyam@gmail.com   Mumbai, Maharashtra, India

WORK EXPERIENCE

Prefr (a CRED entity) | Senior Product Manager   **(Sep 2023 - Present)**

- Responsible for Prefr's Growth Charter, managing a team of PMs to evolve growth platform products.

- Defining and executing Prefr's growth strategies through Rewards, Communications and Ads, Personalised User Experience, and Demand Partnership platforms, ensuring alignment to our Revenue ARR and CAC goals.

- Built and scaled **Prefr's Rewards platform** for our whitelisted and open market users, **achieving 62% take rate and an 83% user end state** rate over the past 2 years. Sharpened and expanded the product scope by running user experiments through cross-functional collaboration with GTM and Data Science Teams. Defined and executed micro-strategies to **improve the take rate by 20%** over several quarters, leading to monthly incremental revenues. Integrated the platform on top, mid and bottom funnels through generic platform features, unlocking adoption and conversion uplifts.

- **Drove down user onboarding costs by 65%** by shipping a dedupe API for pre-campaign optimization. This API unlocks long-term scalability for our Demand Partners by ensuring user profile quality (filtering users based on credit bureau updates) and by creating a real-time filtering mechanism for target user bases.

- Lowered campaign reporting TAT by 95% through seamless integration of Prefr's communications platform with MoEngage.

- Took Events Engine (our largest in-house platform that delivers millions of daily omnichannel user communications) into Growth Charter and **discovered new communication strategies** to ensure >80% delivery rate. Unlocked new growth avenues through automated campaigns by introducing new capabilities into the Platform, like dynamic communications fallbacks and push notifications support.

JioSaavn | Senior Product Manager   **(Jul 2021 - Mar 2023)**

- Led Ad Tech roadmap execution for 80M MAUs, managing PMs and driving monetisation.
- Championed personalisation via dynamic audio ads and campaign analytics, increasing engagement by 28.5%, laying the foundations for reward-driven user journeys.
- Created analytics products, enhancing campaign tracking and improving engagement by 28.5%.
- Migrated PHP APIs to Python, reducing API failures by 20% and enhancing ad platform stability.

OZiva | Product Manager   **(Jun 2020 - Jun 2021)**

- Built 'OZiva Prime', a loyalty rewards subscription product with bundled benefits, improving user retention by 25%.
- Modernised the cashback rewards engine powering 'OZiva Cash', enhancing wallet UX and payout reliability — leading to a 40% repeat purchase rate, up from 22%.
- Optimised payment gateway integration for OZiva's website, to cut costs by 70% and reduce churn by 50%.

Jivox | Senior Product Manager   **(May 2018 - Apr 2019)**

- Improved ad targeting by 25% by improving ad relevance, via integrations with partners like Breezometer.
- Upgraded GDPR compliance policies of Jivox IQ ad platform, mitigating €10M in legal risks.
- Built 'Canvas Studio' for brands to create high-quality ads, reducing ad development time by 15%.

Microsoft | Associate Consultant   **(Oct 2014 - Mar 2017)**

- Led functional tests for a $175M cloud-connected vehicle network in North America & China.

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

- Implemented user-centric solutions for $15M enterprise identity and access management projects.

PROJECTS & ENTREPRENEURIAL EXPERIENCE

Professional Development   **(Mar 2023 - Present)**

- AI-based prototyping through side projects to refine growth strategies.
- [Thought leadership articles](#) on Product Management on Medium.

One-Take-Prog Productions | Founder   **(Apr 2019 - Dec 2019)**

- Conceptualised 'otpFirst' Blockchain platform to improve royalty payouts for independent artists.

EDUCATION

- **Indian School of Business** | PGP (MBA equivalent) in Management | Hyderabad (2017 - 2018)
- **Malaviya National Institute of Technology** | B.Tech. Computer Engg. | Jaipur (2009 - 2013)

CERTIFICATIONS

- Advanced Product Management: Leadership & Communication (Udemy, 2024)
- The Product Management for AI & Data Science (Udemy, 2023)

SKILLS & EXPERTISE

- Product Strategy & Roadmap | AI-Driven Growth | A/B Testing | Data-Driven Decision Making
- GTM Strategy | Customer Retention | SaaS & Fintech | Agile & Experimentation