



Professional Summary

Seasoned **Product Manager** with an **MBA from IIM Calcutta** and **8+ years** of experience in the **B2B** space, with focus on **SaaS, CRM, Trust, Enterprise Support, Cloud Observability, Monitoring, Cybersecurity**, Privacy, and Service Ownership domains ■ Work on defining **product vision, roadmap**, and go-to-market strategy, managing stakeholder and executive buy-in for the vision, managing product prioritization and trade-offs and end-to-end product delivery working closely with engineering and partners, to drive key business and CX metrics ■ Passionate about applying the experience of user empathy, collaborative thinking, building relationships, resourcefulness, data-driven decision-making in creative problem-solving and working through ambiguity


Experience

 **Microsoft, Senior Product Manager, Dynamics 365 Customer Service (May 2024 -)**
Summary: Working towards the vision of a **completely autonomous Contact Center** transformed by **Generative AI (Copilot)**, driving innovations that enhance customer intent understanding, automate follow-up queries, seamless issue resolution, and efficient human handoffs. Current product charter includes case management, knowledge management, email as part of the omnichannel, service-level agreements, service schedules, automatic record creation, and overall customer NSAT. According to Forrester, organizations using our solution have achieved **50% in time savings from improved agent productivity**, a **73% reduction in average handling time** for their customer requests, and an **80% reduction in their case backlogs**.





















Autonomous Case Creation, Update, Deflection (Email and Live Chat)	<ul style="list-style-type: none">Enabled customers to leverage Generative AI capabilities out-of-the-box in D365 to extract information from incoming support emails and live chat during automatic case creation - improving agent productivityEnabled customers to extract customer intent from incoming support emails - used to auto-generate responses/follow-up questions, deflect case creation (for spam scenarios), or start the case closure process
Microsoft Support Pilots	<ul style="list-style-type: none">Partnered with Microsoft Support as customer zero for the adoption of autonomous capabilities of D365 for annual target cost savings of \$XXmn leveraging Generative AILeveraged direct feedback from agents and supervisors from Microsoft Support across different lines of business (e.g. Power Platform, Surface) to improve the autonomous capabilities before making a public launch.
Migration	<ul style="list-style-type: none">Helped 60% of the customers migrate from the legacy version of <i>service-level agreements</i> and <i>automatic record creation</i> to its modern version by providing migration experience, guidance, and support

 **Salesforce, Product Manager, Proactive Support / Signature Success (June 2021 - April 2024)**
Summary: Working towards the **product vision** of Salesforce Proactive Support ([link](#)) for customers having complex, high-volume, critical business processes across Salesforce Customer 360 applications requiring extremely **high scalability, reliability, and availability** - possible through cross-functional relationships, deep collaboration, and alignment with an extremely diverse set of teams from all over the world across **Customer Success**, Technical Account Management, Service Delivery, Offer Management, **Infrastructure Engineering, Architects, AI Research, AIOps**, Product Managers & Service Owners across the Salesforce product portfolio - helping companies run Salesforce apps optimally by predicting and preventing issues (in diverse use cases such as making Salesforce API requests, sending marketing emails and push notifications on Marketing Cloud, or order processing on E-commerce solutions built on Commerce Cloud)

Business Impact and Customer Benefits of Proactive Monitoring	<ul style="list-style-type: none">YOY AOV growth of 97%, 59% increase in account coverage, 5% lower attrition rate; operational cost savings of \$2M+ annually, with 71% faster E2E case handling; 50% fewer high-severity cases to manage by finding risks early71% faster receipt of critical proactive communications; Improved implementation productivity & performanceTypical customer experience: 72% fewer sev-2 cases, 80% fewer timeout errors, 86% faster page loadLaunched Proactive Signature Support for GovCloud customers working with Legal, Compliance, MarketingFinalist in the “2022 TSIA STAR Awards - Innovation in Support Services Automation” category (link), showing exceptional dedication to being the best in the technology and services industry
Impact with Innovation	<ul style="list-style-type: none">Automated customer issue identification: Automated 95% of Support Engineer manual investigation tasks with 50+ smart alerts targeting limits, errors, and performance issues in SF Core, Platform, Service, Marketing, CommerceImproved recommendations: Collaborated with Development Engineers to identify the right recommendations to remediate each issue type identified and provide best practices and future recommendations to prevent issuesAutomated E2E workflow: Automated customer onboarding experience; integrated the Automated Issue Identification and Recommendations with internal Service Cloud solution (to notify Support/Dev/SRE/customer)Data Science investments: Improved alert threshold management detecting anomalous behavior in metrics and logs, reducing false positives in proactive engagements; Supported monitoring plan for each customer dynamically customized based on their implementation and performance essential for complex alert areas like Database Consumption, Average Page Time and Request Rate Spike/Drop
Impact with Stakeholders and Processes	<ul style="list-style-type: none">Led strategic partnerships between the Customer Success org and the Availability & Infrastructure Engg. orgEngaged tech stakeholders in MuleSoft, Tableau, Pardot, and Datorama to expand alert portfolio 10X in 2 yearsDeveloped new alliances with Security, Data Insights, Research, Trailhead, and Industries orgs for future roadmapEstablished formal processes of capturing feedback and requests from Support; set up and led discussions in multiple focus groups with Success Managers, Technical Account Managers, and Support Engineers (~100 members)

 **PwC, Associate, Advisory (May 2018 - May 2021)**
Summary: Worked on defining the **product vision, roadmap**, and driving execution for a **zero-to-one cybersecurity product** ([link](#)), to help companies understand, manage, and prioritize risk & vulnerabilities within their IT systems, automating manual work of vulnerability reporting

Data Science of IT Risk Analytics SaaS Product	<ul style="list-style-type: none">Led development of data-intensive product helping organizations accelerate, automate, and enhance cyber-vulnerability management workflows via advanced analytics and API integrations with existing risk discovery, communication, and remediation processes; got 2X Spot Award from MD/PartnerEstablished data ingestion pipelines for collecting data around IT environment, context, business/data criticality, regulatory requirements, scan feeds, and external feeds used for devising risk scoring algorithmDesigned ML models to predict cyber attack targets, attack chains, false-positive alerts, to decode patterns from past security breach exposures to gain efficiencies in time and cost in vulnerability management programsConceptualized mathematical models for risk-based asset classification, risk aging, risk-based asset scan frequency, and remediation recommendations that adapt to organization-specific risk appetite
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Ideation & Product Management of IT Risk Analytics SaaS Product	<ul style="list-style-type: none"> Owned the development of the front-end for a web-based B2B SaaS product (focused on cyber vulnerability management) developed from scratch that reduces cybersecurity man-hours by ~40% Responsible for ideation, stakeholder management, building product roadmaps, feature prioritization, sprint execution, requirement analysis, competitor analysis, sprint planning, feature validations, fit-gap analysis, & product demonstrations; helped plan GTM with senior management Provided in-depth analysis of markets, industry trends, competitors & clients to improve strategic planning & decision-making; managed competitive analysis, market forecast, & product positioning Fully hands-on in the design & implementation of web application architecture, owned critical components end to end; helped develop React component hierarchy
Design Assessments in Software Development (UX, front-end & back-end)	<ul style="list-style-type: none"> Assessed multiple web applications (in healthtech, payments, banking) against privacy-by-design requirements; scaled regulatory tech (privacy) in products in 3 countries; collaborated with PMs, UX/Design, Developers, and Architects for shipping GDPR-ready privacy features to improve customer trust, transparency; Established requirements & designed front-end for GDPR-compliant privacy page (has options for exporting/deleting PII, accepting data subject requests) in React; collaborated with Node.js back-end team for designing REST APIs for CRUD operations for handling data subject requests Leveraged white hat UX patterns for improving privacy experiences; identified & remediated UX dark patterns to improve user trust; recommended cleaner, layered UI-UX patterns to improve readability, graspability & navigation in privacy policies & privacy settings; established 2 key personas for privacy features, defined user stories/journeys & translated requirements into product specifications Conceptualized, process-mapped & implemented features for an experience to aid users in raising data subject requests; ran multiple experiments to establish & verify hypothesis; boosted user trust by enabling organizational transparency about personal data usage of end-users Developed privacy-by-design documentation for software engineers; closed gaps among policymakers, business stakeholders, & software engineers within the client organization
Program Management around Privacy in Strategy, Business, Tech, and Marketing	<ul style="list-style-type: none"> Led privacy organization setup within client - critical for avoiding regulatory fines cumulatively worth \$1.6Bn for 10+ clients across B2B/B2C SaaS, data science, banking domains Established program management with implementation areas including strategy & governance, policy management, data lifecycle management, and risk assessment/treatment; defined key success metrics for running the program & developed compliance dashboard & reporting for C-Suite Involved C-Suite in developing implementation roadmap; prioritized action plans, budget allocation & resource estimate; collaborated with cross-functional groups such as Product, Engineering, Marketing, Operations, HR, & Legal across time zones to update policies, recognized product & regulatory lacunae Designed a privacy-focused marketing campaign to show customer-centricity, empathy, & commitment towards privacy; created content (privacy website, blog posts, thought leadership, help documentation)
 Disney Star, Summer Intern (April 2017 - June 2017)	
Product Revenue Strategy Team	<ul style="list-style-type: none"> Assessed competitive position and improvement areas by estimating market size & potential of TV+print market Automated analyzing ad spending of 12K+ companies (15 categories) in 12 channels, 46 newspapers in 6 years
 Mitsubishi, Engineer (July 2014 - April 2016)	
Technical & Business Responsibilities	<ul style="list-style-type: none"> Gathered requirements to build automation solutions (proprietary stack with human-machine interfaces, drives, controllers) for solar, auto, pharma clients; led national product marketing campaign, product launches & demos
Education	
IIM Calcutta MBA (PGDM) 2016-18	<ul style="list-style-type: none"> Case Competitions Achievements: Global Finalist International Solver's Cup; National Finalist EXL Acumen Analytics Competition; Campus Finalist: Airtel iCreate, IIM-B Vista, Paytm GrowthStrat (2017) Interned at Star India; Live Projects at Indian Oil, IIMCIP start-ups (Edurade, Drones Tech, NextConnect) Journal paper on pricing satellite rights of movies based on statistical modeling of revenue & engagement metrics (SAGE Pub.) collaborating with Broadcast Audience Research Council (BARC) India Coursework: Strategy, Product Management, Economics, Operations Research, Analytics, Statistics
UC Berkeley Haas '22	<ul style="list-style-type: none"> Executive Education on Product Management & Strategy (Product Management Studio)
NIT Durgapur B.Tech (EE) 2010-14	<ul style="list-style-type: none"> Awarded MHRD scholarship (2010-14); interned at Indian Oil (2012) & CESC Ltd. (2013) Coursework: OOP, Operating Systems, Soft Computing, Signal Processing, Engineering Maths, Physics
Skills	
<ul style="list-style-type: none"> PM: Requirements Gathering, Analytics, User Empathy, Wireframes, UX, A/B Testing, Budget, Resourcing,  Figma,  Jira,  Confluence Product Knowledge:  Salesforce,  Lightning Platform,  Sales Cloud,  Service Cloud,  Marketing Cloud (Engagement, Social Studio, Intelligence, Personalization, Account Engagement),  Commerce Cloud,  MuleSoft,  Tableau,  Experience Cloud,  Microsoft Dynamics 365 Customer Service,  Power Platform Domain Knowledge: CRM, SaaS, B2B, Well-Architected, Cloud, Observability, Security, Privacy, Service Ownership, Support Enablement Data Science/Machine Learning:  Python,  pandas,  NumPy, SciPy, scikit-learn,  Matplotlib, seaborn, fast.ai, PyTorch Web Dev: JavaScript, React, Redux, HTML, CSS, Sass, Bootstrap, Docker, Kubernetes 	