

SOUVIK GHOSH

PRODUCT MANAGER | SENIOR MANAGER, PRODUCT & PLATFORM STRATEGY

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PROFILE SUMMARY

- Product-minded IIM Calcutta MBA with ~3 years leading roadmap planning, requirements discovery, and AI-led feature delivery across enterprise and platform products.
- Translate stakeholder and user needs into prioritized product requirements; ship features using data-driven frameworks, SQL analysis, and cross-functional execution.
- Track record building 0→1 products and market-entry strategy, with strong grounding in AI/agentic product design, experimentation, and business case development.

CORE COMPETENCIES

- Product Strategy & Roadmapping
- Problem Structuring & Prioritization
- Cross-functional Stakeholder Management
- AI/Agentic Product Design
- User Research & Requirements Discovery
- Data-Driven Decision Making
- Customer & Business Insights
- Process Transformation & Automation

WORK EXPERIENCE

Senior Manager, Product & Platform Strategy | CK Birla Group Sep'25 – Present

- Own the product roadmap for enterprise CRM & AI platforms — translating requirements from 20+ stakeholder groups into a prioritized 2-year roadmap spanning 40+ initiatives.
- Led product discovery for enterprise-wide CRM system selection, evaluating 20+ platforms against user workflows; built the business case behind a ₹3.75Cr investment, delivering ₹18.75L in savings with payback under 6 months.
- Shipped AI automation and agentic AI features (AIsara/OpenAI), cutting process time by up to 50% and improving issue resolution speed by 35% — direct UX and efficiency gains for end users.
- Ran product discovery across 270+ AI use cases and shipped CRM–SAP integration features, reducing workflow turnaround time for processes handling ~₹8 Cr in monthly transactions.

Product Owner (Programmer Analyst) | Cognizant Sep'21 – May'23

- Owned backlog and sprint planning for an 8-member agile team, defining and prioritizing 120+ user stories across 4 releases for enterprise insurance platforms — achieving 95% on-time delivery.
- Partnered with 30+ business and engineering stakeholders to gather requirements and translate them into shippable features, accelerating delivery timelines by 15%.
- Used SQL-driven analytics to identify UX pain points and prioritize fixes, driving product improvements that lifted CSAT to 90%.
- Contributed to platform transformation initiatives generating \$16M+ business impact while supporting cloud migration and scalability.

INTERNSHIP

Product Intern – Audit Management Portal | Cognizant 5 Months

- Gathered and translated stakeholder needs into product requirements, workflows, and functional specs for an audit management platform.
- Coordinated a 4-member cross-functional team through structured planning and milestone tracking to drive on-time delivery.

Research Intern – Wealth Bridge Capital 2 Months

- Conducted market research and competitive benchmarking to identify ~15% growth potential across target segments.
- Built data-driven evaluation frameworks that improved investment assessment speed by 20% and decision accuracy by 15%.

INDEPENDENT PRODUCT PROJECTS

HandScan (0 → 1 Product) 2 Weeks

- Identified a user need for real-time handwriting digitization; defined product requirements and shipped a 0→1 mobile app in Kotlin.
- Set latency and recognition accuracy as core success metrics, optimizing the pipeline to a 2.5-second response time and 80% recognition accuracy.

Product Growth & GTM Strategy (US & Canada) 8 Weeks

- Formulated a market-entry and expansion strategy for the \$4B US baking industry via market sizing and competitive analysis, identifying ~15% market-share potential.
- Designed an omni-channel GTM strategy for US/Canada expansion, optimizing a \$50K acquisition budget and forecasting 20% e-commerce growth in six months.

EDUCATION

M.B.A / PGDM, Business Management — Indian Institute of Management Calcutta • 2025

B.Tech, Computer Science — BP Poddar Institute of Management & Technology, Kolkata • 2021, 8.3/10

ACHIEVEMENTS

- Led a 5-project, ₹5L+ NGO livelihood program over 3.5 years, improving outcomes for 1,200+ beneficiaries; organized digital-literacy workshops for 180+ students and 60+ free eye tests.