

Shomik Biswas | Product Manager

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Product Manager with **6+ years** of experience leading and scaling **enterprise B2B data and integration platforms** across complex, multi-system environments. Defines product strategy and multi-quarter roadmaps, drives **0-to-1 builds and 10-to-100 expansions**, delivering measurable **ARR growth, customer adoption, and AI-enabled product innovation** across APAC and North American markets.

Work Experience

Enterprise Product Manager | Associate Product Manager, Rocket Software (Jan 2025 - Present)

Enterprise Data Integration Platform | Led product strategy and expansion across 6 new integration products | 22% ARR impact | 0-to-1 cloud expansion | AI-enabled product and workflow innovation

- Defined and owned the multi-quarter roadmap for **6 new data-integration products**, enhancing ingestion coverage and supporting regional growth, **contributing to 22% ARR and 15% YoY BU growth**.
- Launched Google Cloud integration capabilities and now **lead its roadmap execution**, expanding multi-cloud compatibility, **securing early adoption from 3 enterprise customers**, and generating **\$320K in new contracted revenue**.
- Led customer discovery across strategic enterprise accounts to identify data lineage gaps and adoption barriers, shaping roadmap priorities and **improving lineage completeness from 65% to 90%**.
- Built an AI-enabled workflow** to automate GTM materials, competitive briefs, and product narratives, **reducing manual effort by 50%** and **accelerating product-marketing turnaround**.
- Developed a competitive intelligence tool **adopted across 13 teams**, continuously surfacing competitor moves and market trends to inform product strategy and roadmap priorities.
- Designed and launched a centralised integration tool** for customer-facing teams, simplifying product compatibility, system connections and data lineage and **reducing query resolution time by 30%**.
- Influenced regional go-to-market strategy by aligning partner capability with high-value ingestion priorities, **driving 40% growth in enterprise customers in APAC**.
- Defined a **product prioritisation framework** to sequence enhancements and strategic initiatives based on revenue impact, customer demand, and system complexity, **improving roadmap predictability by 25%** and cross-team alignment.

Senior Business Analyst, TCS [@Iron Mountain] (Mar 2024 - Jan 2025)

Enterprise Information and Financial Data Platforms | Led product discovery and roadmap prioritisation (10+ features, \$3.5M budget secured) | Owned PRDs/backlog and drove cross-functional delivery, making tradeoffs across scope and timelines

- Partnered with engineering and business stakeholders to **define roadmap priorities** across **10+ enterprise features**, **securing \$3.5M in incremental budget allocation**.
- Led efforts to **identify high-priority user needs** for the IMC Chatbot product roadmap and **facilitated the design and development** process with product leads, iterated through collected user feedback and quality baselines, achieving a **savings of 800 man-hours**.
- Produced monthly business intelligence reports** using Salesforce data, delivering critical insights for growth initiatives that led to a **15% revenue increase** within the business unit.
- Led cross-functional alignment** with 7 Project Managers, 20+ tech leads, and UXR teams to **validate feasibility** of business goals and user needs, **driving retention strategy**.

System Engineer, TCS [@SAP] (Nov 2018 - June 2022)

Enterprise Financial Data Systems | Optimised multi-LOB data models | €200K cost savings and 8 point CSAT improvement | Led chatbot implementation

- Led optimization of SAP North America's financial data platform, improving data reliability and customer experience while delivering **€200K in savings** and an **8-point increase in CSAT**.
- Directed the implementation of a **new chatbot for the troubleshooting portal**, working alongside the product architect, data science team and program managers, resulting in a **reduction of Service Requests by 60%, within a quarter**.

Core Skills and Tools

Product Strategy | Product Roadmapping | Product Discovery and Customer Research | Product Analytics | Product Metrics and KPI Definition | Portfolio Prioritisation | Data-Driven Decision Making | Stakeholder Management | Cross-Functional Leadership | Enterprise Integrations | Enterprise Data Platforms | Competitive Analysis | Product Requirements Definition | PRD Authoring | Go-to-Market Strategy | AI Workflow Automation

Tools - Aha!, Jira, Confluence, Notion | SQL, Power BI, Tableau, Salesforce, Google Analytics | Figma, Miro | Claude Cowork, Microsoft Copilot Studio, Power Automate, Lovable, n8n, Cursor.ai

Education

University of Nottingham - MBA (Sep 2022 - Sep 2023)

- Nottingham, UK | **2:1 Grade** | **Future Leaders Scholar**

Jadavpur University - BE (July 2014 - July 2018)

- Jadavpur, India | **Electronics and Telecommunications Engineering** | **8.1 CGPA**