

Shomik Biswas | Product Manager

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Product Manager with **5+ 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→1 builds** and **10→100 expansions**, delivering measurable **ARR growth**, adoption gains, and scalable platform performance across APAC and North American markets.

Work Experience

Associate Product Manager, **Rocket Software** (January 2025 - Present)

Enterprise Data Integration Platform | Led expansion with 6 new integration products | 22% ARR impact and 0→1 cloud expansion | Driving adoption, reliability, and platform scalability

- 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 quality-driven release governance, resulting in a **30% increase in customer adoption** and a **4% rise in retention outcomes**.
- 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.
- **Led implementation of AI agent workflows** to automate go-to-market collateral, competitive briefs, and product value narratives, **reducing manual effort by 50%** and improving turnaround time.
- **Improved end-to-end lineage completeness from 65% to 90%** across strategic enterprise accounts by **expanding system coverage** and resolving critical lineage gaps, strengthening enterprise platform scalability and **accelerating cloud adoption readiness**.

Senior Business Analyst/Systems Analyst, **TCS** [**@Iron Mountain**, **@SAP**] (Nov 2018 - 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 | €200K savings, +8% CSAT

- 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**.
- **Redesigned the data model** and developed new features and conducted gap analysis in the data propagation process from the source data model to the target dashboard, resulting in **€200K in savings**.
- **Delivered optimisation strategies** for **SAP North America's financial data product portfolio**, improving the **CSAT by 8% base points**.
- 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 | Roadmapping | Product Discovery | A/B Testing | Portfolio Prioritisation | Data-Driven Decision Making | Market and User Research | Stakeholder Management | Technical Problem Solving | Enterprise Integrations | Product-Market Fit Validation | Growth and Retention Optimisation | Competitive Analysis | Customer Advocacy | PRD Authoring | Product Goal Definition | Requirements Definition | Product Metrics and KPI Definition | Cross-Functional Leadership

Tools - Aha!, Jira, Confluence | Power BI, Tableau, Google Analytics | Figma, Miro | Power Automate, N8N, Replit, Cursor.ai, Pinecone

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**