

SOUMYO BISWAS

Senior Product Leader • Platform, Workflow & AI-Enabled Products • Strategy, Delivery & Scale

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Professional Summary

Senior product leader with experience shaping platform, workflow, and AI-enabled digital products across healthcare, financial services, education, marketplaces, and operational tools. Strong track record translating fragmented partner requirements, business priorities, and real-world constraints into product strategy, structured roadmaps, and shipped outcomes across multi-stakeholder environments. Hands-on with privacy-first, AI-assisted product development in SwiftUI + CoreML, using ChatGPT, Claude, and GitHub Copilot to explore intelligent workflows, decision-support experiences, and data-informed product logic. Brings practical strength in product strategy, platform execution, integrations, analytics-led prioritisation, and delivery discipline where complex systems need to become trusted, usable products.

Selected Relevance

- **Platform & Multi-Sided Products:** Led product direction across ecosystems involving users, operators, partners, and external integrations, translating fragmented requirements into scalable product logic.
- **AI-Enabled & Data-Informed Products:** Built privacy-first, AI-assisted workflows and decision-support products using structured data, product judgment, and iterative refinement to improve usability and outcomes.
- **Strategy, Delivery & Operating Discipline:** Defined roadmaps, prioritised backlogs, managed dependencies, and translated business goals into release-ready scopes across fast-moving, ambiguity-heavy environments.
- **Growth, Journeys & Product Performance:** Improved customer outcomes through KPI visibility, experimentation, workflow redesign, and product iteration, including measurable gains in conversion and no-show reduction.

Core Competencies

Product Leadership	Product strategy • Roadmaps • Feature prioritisation • Lifecycle management • Stakeholder alignment • Cross-functional execution
Platform & Workflow Products	Multi-sided platforms • Integrations • API-connected systems • Operational workflows • Partner ecosystems • Decision-support tools
AI-Enabled Products	AI-assisted workflows • Privacy-first design • Intelligent decision support • LLM-assisted prototyping • Iterative refinement
Growth & Analytics	KPI design • Product analytics • Experimentation • Journey optimisation • Funnel thinking • Feedback loops
Execution & Delivery	Release readiness • Structured prioritisation • Dependency management • Delivery rhythm • Agile/Scrum • Jira • Confluence
Tools & Technical Currency	SwiftUI • CoreML • SQL • GA4 • Mixpanel • ChatGPT • Claude • GitHub Copilot

Professional Experience

Independent Product Builder & Advisor

Dubai | Nov 2020 – Present

Built independent product concepts while remaining hands-on with product development, prototyping, and selective advisory work.

- Built an airport planning analytics iPad product in SwiftUI and CoreML, turning schedule data into decision-support views for rolling-hour, peak-period, P90, and capacity analysis.
- Designed import, mapping, normalization, and diagnostics flows to make inconsistent schedule datasets more usable for operational and planning analysis.
- Developed early stand-planning, matched-schedule, and occupancy logic to explore stand demand and airside infrastructure pressure.
- Used ChatGPT, Claude, and GitHub Copilot to explore AI-assisted workflows, pressure-test product logic, and accelerate prototyping.
- Supported early-stage founders on product scoping, workflow design, analytics instrumentation, and MVP definition.

Head of Products – Healthigo

Dubai | Dec 2016 – Nov 2020

Led early product strategy and execution as Healthigo grew into a GCC healthtech platform (from an iN5 Tech incubated startup) across iOS, Android, Web, and APIs, serving patients, providers, insurers, and partners across a complex multi-sided ecosystem.

- Scaled platform reach to 4.5M+ through partner integrations, onboarded 17,000 providers and 5,600 facilities, and enabled ~530,000 appointments.
- Owned product direction across discovery, booking, insurance eligibility, partner integrations, and workflow logic across a complex healthcare ecosystem.
- Designed and shipped insurance eligibility logic across 100+ schemes, turning fragmented rules into simpler digital experiences.
- Coordinated partner-led workflows across Google Reserve, Careem, 2GIS, and insurer / TPA integrations.
- Established KPI instrumentation and feedback loops to improve product visibility, prioritisation, and outcomes.
- Reduced appointment no-shows by 23% through workflow redesign and journey improvements.
- Led distributed teams across Dubai and Hyderabad, shipping 20+ releases yearly with under 2% rollback.

Vice President, Product Management – Terbium Solutions

Mumbai | Oct 2014 – Nov 2016

Led digital product and transformation engagements across consumer commerce, financial services, education, and enterprise platforms.

- Supported Domino's India through scale-up from 3.9M to 6.4M users, contributing to online ordering share growth from 36% to 41%.
- Built experimentation capability across checkout, discovery, and promotional flows, running 30+ concurrent A/B tests and driving a +7 pp conversion uplift.
- Delivered digital KYC and verification workflows for State Bank of India, reducing manual processing by 40%.
- Worked closely with enterprise clients, business stakeholders, and engineering teams to turn requirements into practical product outcomes.

Earlier Career Highlights (2003–2014)

- **Product Management Specialist, Prudential Plc:** Worked across regulated financial-product workflows and automated legacy calculators, reducing turnaround time from weeks to minutes while supporting structured process modernisation.
- **Senior Manager – Projects, Naandi Foundation:** Led structured delivery, reporting, and stakeholder coordination across a UNICEF–MCGM initiative serving 102 schools and 45,000 learners.
- **Key Account Manager, 99acres.com / Info Edge:** Managed developer-side commercial relationships within a scaled real-estate marketplace, contributing to multi-stakeholder platform growth.
- **Senior Manager, TeacherNI.com:** Helped reposition the business, built an INR 3.5M pipeline in 3 months, and supported a profitable exit.

Education & Certifications

MBA (Finance) – Welingkar Institute of Management, Mumbai, 2007 (Prudential P.A.C.E. Sponsored)

BMS – University of Mumbai, 2003

CAPM (PMI) – earned 2016 (lapsed 2021)

Professional Training: ISO 9001:2008 Lead Auditor (QMS), ISO 27001:2005 Lead Auditor (ISMS), ISO 20000-1:2011 Lead Auditor (ITSM), BS 25999-2:2007 Lead Auditor (BCM)

Additional Information

Languages: English (Native) | Hindi (Native) | Bengali (Fluent)

Work Authorization: Indian Citizen | UAE Resident (UAE Golden Visa)