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San Francisco Bay Area, California

## SUMMARY

Professional with 10 years of experience across Product, Strategy, and Entrepreneurship. Have launched & scaled technology products in FinTech, eCommerce, Media, and Supply chain.

## SKILLS

Product Development  
A/B Testing  
Product Strategy  
Go-To-Market  
M&A Evaluation & Integration  
UX/UI  
AI/ML  
PRD / BRD  
Product Pricing  
Financial Modelling  
Contract Negotiations  
Strategic Partnerships  
Product Marketing  
Market Research  
Agile Methodologies  
Cross-functional Leadership  
Competitive Analysis  
Product Launch  
User Experience UX  
Business Analytics  
E-Commerce  
FinTech  
Growth Strategy  
Cloud AWS Azure GCP  
MS Office (Excel, PowerPoint, Access, Word)  
C / C++ / SQL / Python  
JIRA / Tableau / Salesforce  
Adobe Analytics / GitHub  
Balsamiq / Lucid Chart

# Asit Kumar Sahoo

## Product Management



## EXPERIENCE

### Commercial Product & Strategy Manager

Flexport Inc

09/2022 - Present

- Lead development of a new business line BCO management to create a parallel 4PL product line for the company

### Product Growth Manager

Equifax

02/2021 - 09/2022

- Lead 4 product managers to launch new product innovations (NPIs) targeting \$20M+ revenue across four product lines
- Drive product planning & execution with GM and SVPs to lead seven business initiatives for 124M\$+ book of business
- Spearheaded a cross-functional team of 10 members to launch workflow decisioning ML/AI platform to streamline the onboarding experience of merchants for banks and payment processors by validating Proof-of-Concept and delivering MVP based on user feedback to reduce onboarding time from 7 days to 10 minutes, creating a \$20M annual upsell opportunity
- Prioritized features, led product strategy, and planned GTM to scale the ML/AI supplier risk monitoring product from 0 to 1, delivering a potential revenue of 23M\$ - the product assesses credit, fraud, compliance, ESG, and geopolitical risk
- Defined requirements and created product roadmap working with design, marketing, and engineering team to deliver a Marketing portal helping SMBs create prospect lists and initiate digital campaigns, opening a revenue potential of \$10M
- Designed and implemented the Data Acquisition Road map including bolstering our legacy financial data and adding alternative data to the data fabric; this included identifying partnerships, hiring Data Acquisition experts, working with Analytics to do match and fill rate tests, and working with Tech to extend our data schemas to ingest this data
- Completed M&A integration of a 15Mn\$ business - Product Strategy, Azure to GCP Cloud & data migration, Process integration - Recognized with One Equifax Award for 2021

### Product Manager

Qubole

07/2020 - 10/2020

- Qubole is an autonomous open data lake startup for machine learning, streaming, and ad-hoc analytics
- Designed a framework to integrate the signup process for seven platforms of the company to avoid duplications and synchronous data sharing across platforms, decreasing the funnel abandonment rate by 30%
- Performed A/B testing and Implemented features for personalized onboarding increasing engagement time by 40%

## EDUCATION

### Masters in Business Administration

COLUMBIA BUSINESS SCHOOL

2020

MBA degree

Chief of Staff, South Asian Business Association

Chief of Staff, Cluster

### Computer Science Engineering

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY

2010

Bachelor's degree

Runners up, State Math's Olympiad

Runners up, State C++ Coding Competition

Runners up, Technical Research paper Presentation

## CERTIFICATES

SAFe Product Owner/Product Manager

Certified Scrum Product Owner (CSPO)

AWS Cloud Practitioner

Chartered Financial Analyst (CFA) Level II

### Co-Founder, Head of Product

Florentine

06/2015 - 12/2018

- Florentine is an e-commerce company offering consumer products to 100K+ households in India, Nepal, and Bangladesh
- Led a 31-member cross-functional team to build an eCommerce business to deliver \$600K revenue growing at 200% YoY
- Headed the end-to-end product management of the E-commerce website, CRM system, and 7 consumer products, in coordination with design, engineering, and sales using agile methodologies resulting in acquiring 100K+ customers
- Collaborated with UX/UI designers and engineers to improve ROI on banner ads through content management and

SEO on Facebook, Google, and eCommerce both on CPC and CPM bid process

- Developed user stories for the eCommerce platform based on user experience (UX) research and launched the platform
- Designed an inventory tracking product by scheduling weekly scrum meetings and managing product release cycle - the product helped manage 1000+ SKUs spread across 5 different states resulting in a 28% reduction of shipment delay issues
- Developed go-to-market plan to partner with eCommerce (Amazon/ Walmart), wholesalers, and governments

### Senior Technology Consultant

Ernst & Young

09/2014 - 03/2016

- Defined product plan for a digital news platform and led a cross-functional team to design and deliver an MVP based on customer feedback and secondary research which helped the company get funding of \$8M from a Venture Capital
- Developed an auction management product for India's largest media house working with the Analytics team to successfully secure 17 spectrum licenses at an optimized bidding price of \$52M
- Designed the pricing model for an Analytics SaaS platform used by India's major broadcasters, agencies, & media houses

### Investment Banking Professional

Nomura

06/2013 - 09/2014

- Advised 50+ global companies on acquisitions & fundraising with a combined deal value of over \$5B
- Led financial modeling and fundraising pitches for a \$3.3B German cross-border buyout and a \$925M acquisition