

# SOURAV DEBNATH

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## SUMMARY

Senior Product Manager with 6+ years of experience building and launching AI and traditional products from zero to scale. Experienced in navigating user ambiguity, leading large cross-functional teams and delivering fast in dynamic and high-velocity environments with data-backed quality. Passionate about shaping the future of AI through user-centric design thinking.

## EXPERTISE

Product Management	3+ Yrs
Program Management	2+ Yrs
Digital Tech. & AI	5+ Yrs

## EDUCATION

**M.B.A.** 2022-24  
General Management **3.2/4.0**  
Indian Institute of Management Bangalore

**B.Tech. Honours** 2014-18  
Mechanical Engineering **8.9/10.0**  
Indian Institute of Technology Madras

## SKILLS

**Product Leadership:** Roadmaps, Agile, Scrum, User Research, GTM Strategy, PLM

**AI:** ML, Prompt Engineering & Evaluation, Synthetic Data Generation, LLMOps

**Tech Stack:** SQL, ChromaDB, Redis, Python, React, Tailwind, LiteLLM

**Collaboration:** Figma, NotebookLM, Whimsical, Jira, Notion, Datadog, Mixpanel

## AWARDS

**Culture Champion Award** Aug 2025  
AB InBev

**National Runner Up** Aug 2023  
**Pre-Placement Interview Offer**  
Accenture Strategy & Consulting

**Chairman's Award** Jan 2022  
Vedanta Limited

## EXPERIENCE

**Senior Product Manager** May 2024 – Present  
AB InBev, Bengaluru

*Generative AI Product Management*

- **Led 0-to-1 journey** of an **enterprise Data Insights Copilot**, scaling from MVP launch to **500+ MAU** growing **20x** across global business units in under a year.
- **Prioritized core product roadmap** and **led 30+** critical features – **agentic workflows, self-serve connectors**, leading engg. teams in **10+ geographies**.
- Identified and delivered **10+ E2E decision workflow integrations** across **5+ domains**, replacing third-party solutions & driving **\$1M+ annual savings**.
- Implemented **LLM evaluation** pipelines and **reinforcement learning loops**, raised **accuracy to 91%** & cut users' **decision time** from **4 days to 30 minutes**.
- **Secured executive buy-in** from Global CTO leadership for a **3-year AI vision**, positioning the product as a **strategic Thought Partner** to the AB InBev C-Suite.
- **Built and scaled** product team, hiring **4 key roles**; introduced atomic UX, lean rituals & **governance frameworks** to boost delivery speed and transparency.

**Summer Associate** Apr 2023 – Jun 2023  
Bain & Company, Mumbai

*Insurance Business Development & IT Resource Forecasting*

- Strategized **3** Life Insurance business models, published **5-year India POV** estimating **\$10B+** market size and **Go-to-Market strategy**, pitched **5+ clients**.
- Developed **integrated financial-resource forecast MVP** for Tier-1 IT client with automated workflows, supported execution improving **10% accuracy, 15% cost**

**Product Manager** Oct 2020 – May 2022  
Vedanta Resources, Mumbai

*B2B E-Commerce Product Management*

- Launched **B2B e-commerce platform** selling **5+** commodities, moved **30% sales online within a year**, handling annual transactions worth **\$5B+**.
- Delivered **10+** critical features like automated spot orders, algorithmic price discovery for **100% trade fairness**, zero manual intervention, gaining **60+ NPS**.
- Piloted logistics and channel finance module development, integrating **200+** partners into a one-stop platform, driving **conversion up by 90%, sales by 8%**

**Smart Manufacturing & AI Lead** Jul 2018 – Sep 2020  
Vedanta Resources, New Delhi

*Enterprise Digital Transformation*

- Designed & steered **Industry 4.0 roadmap** in **10+** BUs, **\$250M+ profit accrual**.
- Established **AI Centre of Excellence**, certified **100+** functional leaders as data scientists to drive & deploy **25+ AI projects** using no-code ML cloud platform.
- Developed **GenAI RCA tool**, collab. with OpenAI, reducing **25% repeat failure**