Anirban Biswas

Platform product manager with 10+ years of product management experience in building enterprise platforms, customer-centric development, and cross-functional execution across cloud, operations, & data driven solutions. A career built on owning end-to-end product lifecycle from roadmap definition to GTM execution, translating complex requirements into scalable software solutions that drive measurable outcomes. Experience spanning diverse industries (retail, edtech, healthcare, industrial energy, banking & EV software) with strong analytical skills and a generalist mindset. I am adept at translating complex technical work into compelling narratives for executives, while using data and emerging technologies to drive enterprise-scale impact.

anirban.biswas@outlook.com | Chennai, India | +91-8448644859 | linkedin.com/in/profileanirbanbiswas

Core Competencies

- Product Management | Platform Strategy & Development | Data Analytics & Research | Project Management
- Agile Software Development | Cross-functional Collaboration | Product Roadmaps | Technical Documentation
- Data-driven Decision Making | Business Analysis & DevOps | Incident Management & Reliability Engineering
- Technical: SQL, R | Cloud Platforms (GCP, Azure) | REST APIs, Web-Sockets, JSON payloads | MS-Excel, JIRA | Codex & Claude Code

Work Experience

Ford - Technical Product Manager | *April 2024 - Present*

- Own the product roadmap for a cloud-based EV-charging connectivity platform spanning OCPP device communication, real-time data ingestion, processing, analytics, and operations across 100,000+ IoT devices.
- Own the Gen2 EVSE feature roadmap and product requirements spanning diagnostics, offline-message processing, homing, EVSE commands and status, combiner-box status, and cloud data ingestion
- Formulated Quality of Service framework for the platform, implemented solutions improving latency, connectivity, command success rates, & charging reliability by 15% in a quarter, each solution tested against rigorous load & performance tests
- Led the 0-to-1 launch and cross-functional delivery of a distributed IoT and cloud platform, managing third-party integrations with Siemens, Ampure, and AMP across the Home Energy Management ecosystem.
- Designed *'intelligent transaction generation'* logic using ML to handle missed events during production outages
- Defined requirements for high-frequency current-sensor ingestion and Pub/Sub delivery to FordApp for consumer energy insights, with platform data accessible through BigQuery lookups
- Defined a pull-based OTA firmware architecture using a custom OCPP DataTransfer command and influenced senior stakeholders to approve the new device-to-cloud data-flow design.
- Implemented 24/7 monitoring and alerting with strategically defined thresholds, reducing MTTR, resolution time, and on-call investigation effort while improving platform reliability

Cognizant Technology Solutions – Product Manager | 38 months | *February 2021 – April 2024*

- Led product strategy and development for enterprise-scale products & platforms serving Fortune 500 clients in banking and healthcare, driving end-to-end product lifecycle from requirements gathering to adoption
- Served as primary product owner for the first corporate banking software platform at one of the largest US banks, leading client engagement, requirements gathering, and agile feature development with cross-functional teams
- Created and presented a POC for a market-access predictive intelligence dashboard to a client director at a major US biopharmaceutical company, translating forecasting and simulation concepts into a *'future-state'* data-product vision
- Gathered and validated voice-of-customer input through A/B tests with internal teams and client focus groups, converting findings into UX improvements, product roadmaps, functional specifications, and release documentation
- Ran discovery and needs-assessment engagements for healthcare BI and market analytics products, translating business problems into requirements, feasibility, and tailored technical recommendations for client stakeholders

TIW Private Equity - Manager Strategy and Planning | 11 months | *September 2019 - July 2020*

- Drove end-to-end product strategy for PE portfolio startups: Conducted market research and opportunity assessments across EdTech, retail, and consumer technology ventures, translating findings into actionable go-to-market strategies and viable product solutions
- Spearheaded discovery, product strategy, and delivery of an augmented-reality virtual try-on application for a cosmetics brand, taking the concept from proposal to deployment on large-screen airport kiosks
- Delivered operational excellence at scale: Optimized operations for 90+ nationwide retail stores, implementing data-driven strategies for product mix, pricing, and inventory planning that improved business performance
- Designed incentive programs and measured business impact: Created and launched reward schemes for sales teams and business partners; measured effectiveness of marketing campaigns to drive continuous improvement

Blue Star Ltd. – Assistant Manager | 40 months | *May 2016 - September 2019*

- Led a vendor-platform adoption program by collecting and synthesizing vendor feedback, simplifying onboarding and dashboard workflows, and conducting training sessions for 90+ vendors; platform usage increased by 90% over four months during the rollout
- Delivered data-driven insights for business decisions: Conducted comprehensive business analysis including market pricing research, monthly operations reviews, and tracking of forecasts, budgets, inventory, vendor metrics, and financial performance; identified key opportunities and risks for leadership
- Built analytics capabilities and dashboards: Created MIS dashboards for product profitability analysis at SKU level, enabling data-driven decision making across product portfolio management
- Conducted vendor case studies and voice-of-customer research for refrigeration products, translating findings into product-market-fit gaps, feature-cost-benefit trade-offs, and B2B product and pricing recommendations
- Optimized business operations through process improvement: Identified workflow inefficiencies across divisions, documented improvements, and implemented changes; formulated new credit policy based on financial data and vendor performance metrics

Shapoorji Pallonji & Co. Ltd. – Engineer | 22 months | *Aug 2012 - May 2014*

- Monitored project execution and financial performance: Tracked work-in-progress, project billing, and receivables management to optimize cash flow and ensure projects remained on budget and schedule
- Led planning, cost analysis, and client negotiations: Conducted project planning and cost evaluations; negotiated with clients based on contractual terms to align on scope, timelines, and financial commitments

Education

- MBA in Marketing & Operations, Xavier Institute of Management Bhubaneswar (2014-16)
- B. Tech in Mechanical Engineering, National Institute of Technology Durgapur (2008-12)

Self-Directed Initiatives:

- Built and launched GhostFleet.in and Darkenn.com using GenAI-assisted development: an AI-powered strategy game which use Monte Carlo simulation, probability-density mapping and Bayesian inference, and a logic-puzzle platform with a GF(2) solver, global leaderboard and server-side solution authentication. Logic Games via AI Google Docs Weblink: Made constraint satisfaction puzzle simulators with the same logic which powers many real-world systems.
- Built Kalpakka.site for a Google hackathon, a CRM SaaS product for tracking customer payment promises, follow-ups, partial payments and broken-promise history; designed contextual English and Hinglish reminder drafting to make sensitive payment conversations easier for small businesses using GCP Vertex AI
- Credit limit policy: Identified high-risk inconsistencies in manual credit evaluations and formulated a quantitative solution using multiple linear regression (R^2 = 81.9%), providing a rigorous mathematical alternative.
- Africa Market Entry analysis: Applied Analytical Hierarchy Process across 13 countries & 7 parameters to identify optimal expansion market for BlueStar; which directly informed GTM strategy recognized by leadership
- Healthcare Predictive Analytics: Built ARIMA/ETS time-series forecasting models and regression models linking various variable like market volumes, claims status, patient costs, etc. for a major US Biopharma company

Professional Achievements

- Winner of International Data Corporation Insights Awards 2018 for the category: excellence in revenue generation for 'Star-Connect' flagship portal
- Reward and recognition for designing 'Future State' of healthcare market analytics platform in Cognizant
- Reward and recognition for launching the new platform and migrating 30,000 IoT devices
- Reward and recognition in Sep 2016 for designing GTM strategy for Africa business in Blue Star
- Runners Up in Annual GET Project 2013 of SPCL on TCS Kolkata. Analysed Unincorporated Joint Venture between L&T and SPCL among the very first type of UJV construction projects in India

Certifications & Extra-curricular Activities

- 1st Position in 'Hourglass' conducted by Maths 'N' Tech Club, NIT DGP (2010)
- 1st Position in 'ImaGIMP' (banner making) at MUKTI 11.2 conducted by GNU LUG NIT Durgapur (2009)
- 1st Position in Caption Contest conducted by ISTE student's chapter Durgapur (2008)
- First Runners up in Campus Round of Steel-a-thon by Tata Steel and among top 20 teams across India (2016)
- Runners up in inter-college competition 'Mark-the- Cause' (banner making) conducted by Teach for India (2013)
- Wharton Online Foundational MBA – Finance, Marketing & Operations
- Relevant Coursework: Introduction to Time Series Analysis and Forecasting in R
- Relevant Coursework: Design Thinking for Beginners: Develop Innovative Ideas