

BABEEN BARISH

Senior Product Manager (Ad-tech, Martech, Fintech)
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Professional Summary

Senior Product Manager with over 8 years of experience driving product strategy and delivery in Adtech and Fintech. Proven ability to lead cross-functional teams to launch innovative, data-driven solutions that increase revenue and operational efficiency.

Work Experience

8 year 6 months

GAIN(thisisgain.com) - Remote

Senior Product Manager (Ad-tech)

Feb 2025 - Present

- Strategized and Launched **Smart Reporting, Smart Analysis AI Agent** aligning with client and internal user goals in Mar 2025, increasing client acquisition percentage by 12% with Product as USP.
- Ideated, Designed and Managed end to end execution of a benchmarking solution that analyses performance metrics(CPA, CPM, CPC etc.) and creative effectiveness across markets and verticals, enabling data-driven campaign optimization and increasing the product usage by 30%.

Product Manager (Ad-tech)

Jun 2022 – Feb 2025

- Strategized and launched a comprehensive **creative analytics** product consolidating **12-month advertising data** resulting in **\$200K additional ARR** from enterprise clients, saving 198 operational hrs/week. Interactive visualizations and ad videos playback capabilities served as a strategic acquisition tool.
- Launched **bidder(Campaign and ad-set budget optimiser) tool**, and auto-pause and reactivate features allowing campaign managers to handle more clients, optimising ad spends across 100+ accounts.
- Established comprehensive **analytics** to map customer journeys, enhancing cross team collaboration; Led UX prototype iterations with engineering and stakeholders, validating product value

Sentio Inc. (Now Alphasense) – New Delhi, India

Associate Product Manager (Fintech B2B)

May 2021 – Jun 2022

- Carried out competitive analysis, developed a product roadmap and streamlined dev cycle of Rule Manager, reducing data upload effort by 80%; Managed end to end execution for 12+ projects within 4+ releases for RMS.
- Ideated and led Product Idea Generation sessions, fostering cross-departmental innovation with Customer Service, Design, and Dev teams for new product initiatives **reducing functional bugs by 90%**

Investnet Inc. - Kerala, India

Associate Lead, Product (Fintech B2B)

Jun 2019 – May 2021

- Enhanced ops efficiency by leading **20+ projects**, using platform analytics and conducting 40+hrs of work shadowing, saving **300 operational** hours/day
- Spearheaded the design and implementation of product-based solutions for over **30 critical client initiatives** through comprehensive requirement gathering, analysis, wireframing, and stakeholder engagement, earning **Investnet WoW award** for exemplary performance
- Optimized Agile Scrum workflows via effective story grooming and backlog refinement, eliminating critical defects and improving sprint planning

Vedanta Resources Plc. - Udaipur, India

Deputy Manager, Technology and Innovation (Strategy)

May 2018 – May 2019

- Reported directly to CTIO, managing Analytics Projects for T&I group; Accomplished **Osisoft PI deployment** across 4 strategic business units, overseeing a 40M+ INR budget, ensuring **on-time phase-1 launch**.
- Executed **KPI Mapping** for Osi-PI Dashboards, integrating insights for **5+ SBUs**, utilized by SBU Heads & CXOs for strategic decisions
- Crafted **120+ Ops dashboards** for trucks, mills, and smelters, enhancing real-time operational transparency, identifying **15+ use cases**, and leading training for **300+ mill workers**, improving metal recovery by 1%.

Tata Consultancy Services Limited

Assistant Systems Engineer

Nov 2014 – Apr 2016

- Enhanced reporting efficiency, implementing Jasper for analytics, reducing dev time; Mastered technical skills in **MySQL, Java, Hibernate and Spring**; Awarded TCS Kudos Award Jan 2015.

Education

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| Master of Business Administration(MBA) from Indian Institute of Management Calcutta (IIMC) | 2016 - 2018 |
| Bachelor of Technology in Electrical & Electronics Engineering from University of Kerala | 2010 - 2014 |

Internship and Entrepreneurship

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|---|---------------------|
| Co-Founder and Product Lead Jokamarket.in (Kolkata, India) | Jun 2017 – Feb 2018 |
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- Successfully onboarded 6 vendors, negotiating with **30+ suppliers** to ensure cost-effective & timely SKU delivery.
- Spearheaded the design and launch of 12 SKUs of IIMC merchandise, securing **500+ orders**, Revenue **INR 2.3L**, Net Profit **INR1.1L** within two months;
- Launched a **specialized e-commerce platform** dedicated to institute merchandise, targeting niche market demands.

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| Operations Intern Beena Nursery Pvt. Ltd. (Trivandrum, India) | Jun 2017 – Jul 2017 |
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- Addressed declining operational efficiency in Feb 2017 and strategized expansion plans allocating budget INR 10L+, including process improvement.
- Boosted retail order volume by over 4000 in one year through FB Marketing strategies.
- Proposed and implemented mechanization in pot filling, reducing daily operations cost by 24%.

Certifications and Licenses

- ChatGPT **Prompt Engineering**, Class Central, Mar 2024
- **Scrum Master, and Product Owner**, Envestnet 2019
- **Lean Six Sigma Certification**, KPMG, 2018

Skills

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| Tools and Platforms | : Figma, Hotjar, Google Analytics, Aha!, Asana, Google Suite, PowerBI, SQL, Meta Ads Manager, Google Ads, Tiktok Ads |
| Project Management | : JIRA, Confluence, Agile, Scrum, Kanban, Trello |
| Product Management | : Cross Team Collaboration, Roadmap and Planning, Product Strategy, UI/UX Research, Product Demo, Market Research, Competitor Analysis, User Story Mapping, A/B Testing, GTM Strategy |