

SUBHADEEP NASKAR

PRODUCT MANAGER | AI, DATA & PLATFORM PRODUCTS

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Australia Work Authorisation: Visa Subclass 485

PROFILE

Product Manager with mid-senior level experience building and scaling enterprise, financial, data, and AI products across APAC and regulated industries. Progressed from product analytics and hands-on prototyping to owning platform strategy, cloud migration, GTM readiness, and cross-functional delivery. Combines design thinking, data-informed decision-making, commercial judgement, and technical fluency to turn complex problems into clear roadmaps, scalable products, and measurable outcomes.

WORK EXPERIENCE

UST Australia (Contract) | Client: Equifax | Jul 2026 - Present

Lead 1, Business Analysis | Platform Product Manager

- Own product and GTM readiness for the **Equifax Commerce Platform**, coordinating a migration roadmap covering 50+ applications, 2000+ customers from legacy IQ Connect to a cloud-native platform.
- Lead biweekly product workshops, sprint planning, and roadmap prioritisation across multiple workstreams, aligning Product, Engineering, Data, Legal, Compliance, Sales, and Customer Success while closing or mitigating 18 of 22 launch risks and prioritising UX improvements.
- Define migration controls, reconciliation requirements, synchronisation pipelines, and service-level expectations to maintain data accuracy, access integrity, and platform consistency throughout the dual-run period.
- Drive scenario planning across UAT, phased customer migration, legacy decommissioning, and BAU transition; introduced a GTM readiness framework adopted by four teams that reduced preparation time per review from 30+ days to 15 days.

Becton Dickinson (BD) | Remote | Jan 2026 - Jul 2026

Senior Product Data Analyst

- Led discovery and validation of an agentic AI CAPA MVP with Product, Quality and Data Engineering, reducing triage time by 40% through automated classification, root-cause analysis, and corrective-action recommendations.
- Defined an OCR-enabled spend analytics product with Procurement, Finance, and Data Engineering, achieving 90% field accuracy and reducing invoice-processing time by 70%.
- Delivered six global dashboards across product-hold inventory, supplier change management, and compliance training, automating 20+ workflows and saving 2 to 3 hours per analyst daily.

NameScan (Contract) | Sydney, AUS | Jun 2025 - Oct 2025

Assistant Product Manager

- Owned product vision, roadmap, and Agile delivery planning for NameScan's **AML/KYC risk intelligence platform**, aligning feature prioritisation with customer activation, retention, and APAC business objectives.
- Led 0-to-1 launch and APAC GTM for an AI Media Summarizer feature targeting compliance and KYC analysts in banking and fintech; collaborated with engineering teams on prompt optimisation, LangChain-based retrieval workflows, and Bedrock model evaluations, reducing manual research time by ~2 hours per search.
- Identified activation and retention gaps through experimentation and product analytics; launched a redesigned credit rollover model validated through A/B testing, reducing churn by 8% and increasing platform utilisation by 12%.
- Built SQL and Apache Superset dashboards to analyse conversion funnels, churn behaviour, and engagement patterns, generating insights that improved conversions by ~10%.

Ernst & Young (EY) | Sydney, AUS | Sep 2024 - Mar 2025

Product Management Intern

- Conducted customer discovery, market research, and product strategy analysis in partnership with EY and academic AI leadership to shape roadmap priorities for an **AI learning platform**. Built AI-enabled learning product prototypes using Streamlit, Whisper, Pillow, Google Translate APIs, and Claude Sonnet 3.5, achieving a 92% NPS through focus group demos and validation sessions.

IndianOil | Mumbai, IND | Aug 2018 - Dec 2022

Assistant Product Manager - Digital Products

- Owned GTM strategy, roadmap planning, and product vision for the **Indane LPG booking app** across 20 Indian regions, driving digital adoption through product-led activation and distributor partner enablement across a 20M+ MAU platform.
- Led cross-functional product delivery across engineering, regional operations, and distributor stakeholders, translating JTBD insights into a simplified 3-step booking flow that reduced booking drop-offs by 20%.
- Collaborated with engineering teams on API integrations, release management, and transaction workflow optimisation to support high-volume user activity across a 140M+ customer ecosystem.
- Partnered with executive leadership on digital growth strategy and operational planning, scaling digital bookings by 30% over 18 months while maintaining an NPS of 85%.

Ipsos Research | Bengaluru, IND | Jul 2017 - Jul 2018

Product Data Analyst

- Owned experimentation and product analytics initiatives for **IKEA's digital platform** using Mixpanel and Metabase, designing A/B tests to identify funnel drop-offs and conversion bottlenecks, improving conversion rates by ~8%.
- Developed demand forecasting and inventory analytics solutions using regional sales, logistics, and footfall data, improving inventory allocation accuracy by 12-15%.

PERFORMANCE HIGHLIGHTS

- Awarded **Top Performer** FY22-23 at IndianOil Corporation Limited for driving the GTM launch and adoption of the Indane mobile app, contributing to a 30% increase in digital LPG bookings across a **140M+** customer ecosystem.
- Ranked among the **Top 5%** of MBA candidates at Macquarie University.
- Developed and launched AI-driven products, including StockBOT AI, ChessBOT AI, and AI Politician Analyzer using Claude, Streamlit, and Lovable, applying rapid prototyping and GenAI-first product development practices.
- Part-time **Research Data Analyst** at Macquarie University; developed ESG audit models that improved greenwashing detection by 30% and reduced false positives by 25%. (Jul 2023 - Aug 2024)
- Worked as a freelance **BI & Analytics Trainer** at AMZ Consulting Pty Ltd, Sydney, training 200+ students and early-career professionals in Power BI, DAX, Power Query, and Tableau through hands-on dashboard workshops and real-world business case studies. (Mar 2023 - Jul 2024)

EDUCATION & SKILLSETS

Master's degree in Business Administration | Macquarie University2023 - 2025

Dean's Merit Award for excellence in Product Strategy, Digital Strategy, Analytics, and Blockchain & Fintech

Bachelor's degree in Engineering | Jadavpur University2013 - 2017

Product Innovation Award 2015 for developing a P2P parking app supporting urban sustainability

Skill Set	Tools & Frameworks
AI & ML	GenAI Product Development, Agentic AI Workflows, Prompt & System Prompt Engineering, AI Feature Prototyping, Model Evaluation Concepts, LangChain, Hugging Face, Gemini API, Claude API, Databricks, Python, n8n, Antigravity, Codex, Claude Code
Data Systems & Cloud	AWS (Bedrock, Redshift, Lambda, EC2, S3), Azure (Data Factory, Databricks), GCP (BigQuery), Snowflake, SQL, MongoDB, Supabase, SAP
Product Strategy & Growth	GTM Strategy, Product Activation, PRD Writing, Roadmapping, OKRs, RICE Prioritization, JTBD Research, Growth Loops, A/B Testing, User Segmentation, Funnel Analysis
Prototyping & Collaboration	Figma, Lovable, Lucidchart, Miro, Balsamiq, Aha!, JIRA, OpenProject, Notion, Confluence, Slack, Mattermost
Analytics & Ops	Tableau, Power BI, Power Automate, Apache Superset, Mixpanel