

Sanjeeb Mukherjee

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PROFILE SUMMARY

- More than 20 years of experience as product and technology management, with demonstrated success in providing value to businesses during technology development and effective implementation, Support business and productivity growth.
- Extensive experience in business analysis & solution designing, exceptional analytical and conceptual thinking skills and developing on-demand products using agile development methodology. Best management practice and excellent communication skills. Manage multiple projects and develop enterprise wide system, web and mobile apps.
- Rich experience in building and maintaining relationships with strategic clients across different departments with narrowing the gap between client / project sponsors and execution / delivery teams.
- Hands-on experience with open source technologies and basic understanding of emerging technologies(Cloud Computing, Big Data, Data Science & AI)
- Work extensively with the solution designing team and implement application architecture to meet customer need and provide optimal business solutions.
- Skilled in customer management, project management and estimation, budgeting, reporting, data analysis, data mining, acquisition and management teams, vendor management, systems designing, solution architecture, technical commercial (pre-sales), applications and product development, technical evaluation and packaging Workflow management, quality control and evaluation, user acceptance testing, POC, DevOps, user training and product support management.

Domain Expertise

- E-Com, M-Com, Payment & Wallet
- Education System & E-Learning
- CMS, LMS & Digital Transformation
- Tourism, Holidays & Hotel
- Media & Entertainment
- Retail, SCM & Logistics
- Loyalty Management & CRM
- Healthcare & Pharmacy
- Telecom & VAS
- Image Processing (AI)

ACADEMIC QUALIFICATIONS

B.Tech. (Mechanical)	BIT, Sindri	67%	1992-1996
Intermediate Science(12 th)	B.I.E.C., Patna	58%	1990-1992
Matriculation(10 th)	B.S.E.B., Patna	52%	1988-1990

PROFESSIONAL QUALIFICATIONS

PGDCA, Computer	Tata Unisys, Kolkata	Very good	1998
Certification, Multimedia & Internet	CDAC, Kolkata	Excellent	1999
Certificate, Computer Teacher	A.C.E.I., Delhi	Excellent	2000

CAREER JOURNEY

Digipho Entertainment Imaging(DEI)

(A subsidiary of Thomas Cook India Ltd.[The Fairfax Group])

Product Manager (Role: Business Solutions & Head – IDC)

Reporting: CIO & VP (July 2019 to Feb 2020)

Accountability:

- A key member of the business solution team and leads a team of 40 resources for end-to-end product development, R&D, product support, product enhancement, and IT support at the India Development Center, managing the QA team And provide the necessary reviews overall plan to meet the need and input to improve quality.
- Work with all customers and partners globally in 14 countries to understand the need for new business and provide technology solutions and integration plans.
- Responsible for an overall strategy for product roadmap prioritization, process improvement, IT audit and compliance, preparing plans for development and bridging gaps in IT. Responsible for quality product development and timely release.
- Plan an IT budget for new product development. Best management practices for zero-based budgeting, change management, issue tracking and risk management to improve the services of DEI Global. Create Ox team structure to optimize resources and increase productivity.
- Evaluate new technology and update legacy system. Implement new architecture workflows and release new version for faster content delivery.
- Interacted directly with the sales team and customer to understand the business problem and deliberately seek a solution to the business problem.
- New initiatives including AI / ML (facial recognition) for image processing and solutions.
- Prepare presentation and report including retrospect for ELT team and stakeholders.
- Participate in presales, RFPs, RFIs and help the sales team close the deal.
- To propose, develop and manage cross-functional teams and partners with dependencies, P&L expectations and stakeholder engagement.

Vibgyor Group of Schools

(A subsidiary of Eduspark International Ltd. [The Ampersand Group])
AVP – IT (Role: Head - Application, Infrastructure & Product Solutions)
Reporting: CEO & Group CIO (Feb 2018 to Jan 2019)



Accountability:

- IT initiatives and Analyses IT needs (hardware, software, infrastructure, applications) and provides assessment for infrastructure readiness.
- Responsible for IT strategy, IT process, tracking all IT projects and ensuring adherence to deadlines as per project plan. Lead the development team and manage day-to-day IT operations. Provide training sessions to 60+ team members to enhance their skills and knowledge that add value to the development process.
- Work with the cross functional team and understand the business need to enable IT services and provide solutions. Manage application installation, configuration, and administration.
- Prepare a plan to integrate CRM and ERP with LMS and e-commerce applications for a group of businesses. Plan and execute SAAS Application Architect implementation, customization and deployment.
- Prepare the LMS comparison checklist and identified LMS platforms for all businesses in the group. Evaluate vendor, participate in negotiations, finalize commercial and sign agreement.
- Implement the SCORM architecture for content authoring, content management, and content delivery. Evaluate DRM solutions for content security.
- Design the architecture and implement OTT solutions for the auto update LMS app in smart TVs and large screen panels.
- Design architecture, Execute planning and VM migration in azure cloud for high availability and adaptive learning solutions for KICD.
- Improved business feedback process and customer satisfaction survey tracking.
- IT manuals, IT budgets (CAPEX & OPEX), policies and calendars were created and adhered.

WOW EXPRESS [JMS Logistics and Express Pvt. Ltd.]

(A subsidiary of MIRC Electronics Ltd.[The Tamarind Family Trust])
Head – Technology
Reporting: Director – Technology & Finance (Aug 2016 to Oct 2017)



Accountability:

- Project planning, assigning task to team members and tracking progress. Construct and implement the technical design. Manage day to day engineering activities and IT operations.
- Work closely with the engineering team to transform ideas into solutions. Providing technical guidance to team members, conducting code reviews and conformance testing.
- Manage hardware, software, servers, internet and hosting. Set up and configure cloud environments to implement application in production. Install, configure and integrate the SMS Gateway.
- Discuss the functional requirement with the customer / partners and conceptualize the product. Work with engineering team to develop formulations from concept to product commercialization.
- Establishing product roadmaps, prioritizing and building feature lists requests from partners, customers, internal findings, current product analysis, and industry trends.
- Prepare marketing collateral, position documents for product launches (product notes, presentations, competitive differential documents, SLA, MS compliance) that are used to proof of concept (POC). Provide product demonstrations and presentation to various customers and prospects.
- Prepare plans for revenue maximization through the implementation of product marketing strategies and by providing strategic input to the business team.
- Identify long-term opportunities within the market and plan to launch new services and products.

🚧 **Phppixel Technologies**
(A sub-div of PHP Creations)
(Aug 2011 to July 2016)

Head – Product & Technology
Reporting: Director – Technology

🚧 **Planet41 Mobi-Venture**
(A subsidiary of Trine Entertainment Ltd.[INTERWORLD DIGITAL Group])
(Oct 2010 to Aug 2011)

Product Manager
Reporting: CEO

🚧 **Rose-Infomedia**
(Aug 2009 to Sep 2010)

CTO
Reporting: CEO

🚧 **CellNext Solutions**
(A subsidiary of Escotel Mobile Communications Ltd.[The Escorts Group])
(July 2008 to Aug 2009)

Solution Architecture (Role: Pre-sales)
Reporting: CTO

🚧 **C-Net**
(March 2002 to Jun 2008)

Project Leader
Reporting: Project Head

🚧 **Pentamedia Graphics**
(A formally Pentafour Software & Exports Ltd.)
(July 2000 to March 2002)

Sr. Lead Programmer
Reporting: Project Manager & GM

TECHNICAL SKILLS

- **Open Source:** Apache, Tomcat, WildFly, PHP, Java, Wordpress, WPeCommerce, WooCommerce, Opencart, GoCart, Magento, OsCommerce, Joomla, Drupal, Moodle, MVC Framework (CodeIgniter,, Kohana, Cakephp, YII), Firebase, Varnish, PhpCathe, Apache
- **Digital:** Understanding SEO, SEM and Google Analytics, Google ad words, Facebook ad campaigns, Understanding of Social channels, Drive content marketing, User engagement, New launches, Events, Social Media Marketing, Media operation, Understanding of Target Audience and analysis, mobile marketing, email marking, SMS marketing, Collateral materials, Conceptualize content for campaign, Promotional plan, Newsletters and Influence marketing.

Cron, RabbitMQ, Apache Storm, NGINX Reverse Proxy

- **Microsoft:** IIS, Classic ASP, ADO, ADO.NET, ASP.NET, C#, SSIS, SSRS
- **API:** Google, Facebook, Ebay, Amazon MWS, Flipkart, Paytm, Shopclues, Payment Gateway, SMS Gateway, A2Zapps, Browntape, Bluedart
- **Frontend Tools:** HTML, DHTML, CSS, JavaScript, Ajax, JQuery, JSON, XML, XSLT, HTML5, Bootstrap, AngularJS, Nodejs, ReactJs
- **Web Services:** SOAP, WSDL, REST, Web API,
- **OS:** MS DOS, MS Windows, Unix, Linux, Ubuntu
- **DB:** Access, SqlServer, MySql/MariaDb, PostgreSQL, Redis, MongoDB, Neo4J
- **Cloud Comp. :** Netmagic, Amazon EC2, CTRLS, MS Azure, Rackspace, VM Migration (AWS OVA, VMware ESX and ESXi, Microsoft Hyper-V VHD, Oracle VM VirtualBox), CDN (Cloudflare, Cloudfront, Akamai, Rackspace)
- **Telco:** HTTP, SMTP, SMPP, WAP, WML, SMIL, SMSC, MMSC, STK, OTA, IVR, IVVR, MT, CDR, Audio & Video Codec, Telecom protocols(SIP), IMS, PRI Connectivity, CS, PS, Billing Integration, Delivery Server, Asterisk, Kannel Gateway, SMPPSIM
- **S/W Tools:** MS Office, MS Project, Dot Project, Basecamp, JIRA, Bitbucket, NetBeans IDE, PhpStorm, Open Text, PowerBI, Bugzila, Selenium, Xdebug, VSS, TFS, SVN, GIT

ACHIEVEMENTS

- ❖ Successfully launched mySnapps mobile app and e-com website.
- ❖ Successfully launched the school photography platform (klassakt.net).
- ❖ Successfully launched hubblelearning.online (LMS solutions for Self-paced learning and ILT).
- ❖ Successfully launched Logistics Application (SAAS Platform).
- ❖ Successfully launched a warehouse application to control & optimize warehouse workflows.
- ❖ Successfully launched enfieldriders.com & scentclub.in (E-Com Website).
- ❖ Successfully launched holidayhelp (Tour & Travel SAAS platform - MVP).
- ❖ Successfully launched Adspringr (Social Media Ads Platform).
- ❖ Successfully launched HiDoctor (Pharma CRM SAAS Platform).
- ❖ Successfully launched Shopperson (Loyalty Platform).
- ❖ Successfully launched phone backup App for Vodafone (Network Data Cloud Application).
- ❖ Successfully launched IVVR products on 3G N/W and Mobile App (Live Darshan, Video comics, Comedy Zone, Entertainment Box, and Celeb Video Chat and MTV Crunch) and was nominated at the India Digital Awards 2012 by IAMAI.
- ❖ Successfully design and develop MIS applications that help operators (service providers) prepare reports for management to the business team and make business decisions.
- ❖ Successfully launched PUSH & PULL Application for MSEDCL (SMS Enterprise Solutions).
- ❖ Successfully launched CellPaper (Interactive Mobile News Paper based on MMS).
- ❖ Successfully launched CellPAY (M-Commerce Platform based on SMS & IVR).
- ❖ Received appreciation letter from client for successfully launched e-commerce portal.
- ❖ Successfully launched NumTV (IPTV/Internet Media/OTT) and Sukhadia (E-Com Portal).
- ❖ Best employee of the year 2000 for successfully launching ERP-HR module (PF and ESI transactions, online monthly planning and review).
- ❖ Awarded for Team Management and delivering corp. training.

PERSONAL DETAILS

Nationality: Indian

DOB: 25-12-1975

Languages Known: English, Hindi, Bengali

Passport: Yes

Preferred Location: India & U.S.

Overseas Exp.: U.A.E.