Dipesh Majumder

Cross Functional Leader in Project / Product / Delivery Management.
Digital Strategy & performance Analytics

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CSM CERTIFIED
Scrum Alliance
ID: 000617919

Summary

I offer 12+ years in the web, mobile, desktop environment as product manager, senior project manager and client delivery manager building & leading India's first Pharma CRM, Phygital commerce brand and working with some of the largest Fortune 500 clients. I am currently leading a global enterprise event engagement product - e2m.live.

Besides my profound expertise in the web and mobile field and my broad technical & business background, I come with a unique portfolio of clear hands-on and entrepreneurial thinking, long-time project and product management experience (waterfall & agile), extensive business acumen and an eye for detail.

I am a loyal team-player, straightforward and honest, self-motivated and result-oriented with a "can-do" attitude, determined to follow through and go the extra mile. Besides my professional background, I am a music and coffee connoisseur, passionate photographer, like all things Internet and mobile, curious, appreciate simple and efficient form & function, interested in art, architecture, design and an avid cricket player & console gamer.

Highlights:

- ❏ Adept at handling Project & Team Management responsibilities including feature planning, customer UX research, risk mitigation, release management.
- ❏ Good eye for usability and aesthetics: layout, grid systems, color theory & typography for Web & Mobile Apps.
- ❏ Familiar with technical limitations of web & mobile, with approaches/ideas to flex those boundaries.
- ❏ Developed high-level reports for upper-level business groups & the firms' largest clients. Ability to demonstrate great communication & product knowledge skills.

- ❏ Valued mentor & coach with a flair to motivate people, build synergy in team to drive results and accomplish management objectives.
- ❏ Excellent time-management, multi-tasking, and communication skills. Capable of juggling multiple projects and related complexities at the same time.
- ❏ Recognized as a trusted advisor for key global accounts by forging long lasting associations with Stakeholder, Domain Experts, worked with various International clients
- ❏ Excellent assessor of project and business risks, and creator of effective mitigation strategies, and contingency plans.

Experience:

2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
											Product Mgr		
										Delivery Head			
									Product Mgr				
								Sr. Project Mgr					
					Product Manager								
				Team Lead									
Web Developer													

Area of Expertise:

Agile

- ❏ Scrum
- ❏ Lean
- ❏ Kanban
- ❏ DevOps
- ❏ LeSS

Thanks to my years of experience as web developer, take a central role in a cross functional team building new digital services.
Mentor and coach the team on Agile best practices & Agile ceremonies

Remove blockers that prevent progress of the team, measuring sprint progress and leading sprint reviews & retrospectives

Organize and lead Daily Scrums, Sprint Review, Planning and Retrospectives, Backlog Refinement, ensuring the commitments made are appropriate and uphold Scrum principles
Work with / as the Product Owner to understand the business priorities and items to be groomed in upcoming sprints

Support team building and development by utilizing the abilities and skills of individuals, which includes: empowering and supporting, self-organization, facilitating discussion and conflict resolution fostering a feedback culture in the organization.

Management

- ❏ IT service mgmt
- ❏ Product mgmt
- ❏ Project governance
- ❏ Stakeholder mgmt
- ❏ Critical situation management
- ❏ Organizational goals - OKR

Proficient communicator, adept in building and strengthening relationships with business stakeholders and vendors to drive cohesive, strategic solutions.

Perform clients requirements analysis / business analysis
6 years of direct technical-staff management, in a matrixed management environment, including continuous improvement of processes and procedures.

Responsible for overseeing OKR goals. Monitor Product's outcome from Operations staff, Cust Service staff, Field Engineers and Sales staff.

Provide support and responsive communication to end-users, developers, project managers and stakeholders. Problem Solving frameworks Fishbone / Cause & Effect, MindMap, 5WH.
Ensure that handoffs between product engineering support groups went smoothly from time zone to time zone, enabling a follow the sun coverage model.

Hold post mortem meetings with backline technical staff to determine and publish root cause. Publish and track best practices gleaned from post mortems.
Work with front line management to resolve any procedural issue that arose from day to day escalation activities.
Participate in functional working groups and progress meetings Tasks distribution and monitoring, activity reporting

Technical

- ❏ Prototyping
- ❏ Architecture
- ❏ Framework
- ❏ Cloud
- ❏ E-commerce
- ❏ CMS

Prototyping Tools: Axure RP, MS Visio, Uxpin.
Project Management: Agile Management Tools - JIRA, Trello, Wrike, Basecamp.
Incident / Service Desk: JIRA Service Desk, FreshDesk, JIRA Status Page, Slack, Hipchat.

Quality: BDD, Gerkin, Selenium, Katalon, AWS Device Farm
Server Management: cPanel, WHMCS, Parallels,
Cloud: Amazon AWS(EC2, ElastiSearch, S3, Lex), CloudFlare
Mobility: Android, iOS

Open Source Stack: HTML 5, PHP, NodeJS, MySQL, PostgreSQL, MongoDB
CMS platforms: Wordpress, Magento.
Microsoft Stack: WinForms, ASP.NET, MSSQL.

User Experience
- ❏ Usability
- ❏ HCI

Activity analysis, benchmarking, audits, guidelines
Prototyping, users testing
CrazyEgg, Google Optimize
Qualitative user behavior analytics using UxCam / Appsee

Marketing

- ❏ Marketing Ops
- ❏ Go-to-Market
- ❏ MQL / SQL
- ❏ Automation Tools

Drive Data Visualization / Management Reporting dashboard with the help of Google Data Studio, Tableau, Klipfolio.

Lead Marketing measurement plan with GA, Tag Manager, Search Console, HubspotAnalytics, Adobe Marketing,.

Integrated Marketing Automation for customer retention with the help of tools such as Hubspot, Hootsuite, Buffer, Marketo, Mailchimp

Roles & Responsibilities:

Product Manager: Webspiders Inc.
Kolkata, Oct 2018 – Present

Understand what people need; build it as quickly as possible with engineers and designers; roll it smoothly; magnify the impact customers can have and make them more productive; measure impact; contribute to the growth of the company.

Identify needs through a combination of user research, collecting feedback from cross-functional teammates, diving into data, and competitive analysis.

Define product vision and strategy, and inspire people with it across the company.

Define roadmap, positioning, and estimation. Drive product launches with the marketing team.

Experience in delivering projects and products of enterprise mobility or/and AI, ensuring Architecture compliance

Spearheading initiatives from initiation to execution and ongoing adaptation

Develop detailed multi-function and multi-phase project plans which incorporate contingency planning and project risk analysis using appropriate tools

Define functional specifications, establishing timelines and success criteria, managing participation in stakeholder meetings, helping the senior leadership team understand and evaluate tradeoffs and ensuring appropriate information flow across teams and functions

Delivery Head: Laranya Infoedge Pvt Ltd. (Rupa & Co venture)
Kolkata, Apr 2017 – Aug 2018

I owned and prioritized requirements, competitive analysis, & product roadmap for QOIE -retail search engine.

I work closely with teams - R & D, Technical, Marketing & Business to bring new capabilities to market for both QOIE's consumers & retailers

Transformed legacy systems by Building stateless system architecture using latest technologies such as Lumen, Laravel, NodeJS and MongoDB for scalability and extensibility across 8 cities in India with an Infrastructure capable of launching in 28 cities.

Implemented solutions catering to Real-time Tracking system, Operation & Management system, Data Collection System, AI assisted Communication System, Video Surveillance Analytics System, Command Centre Management System, Command Centre Communication, Window shopping Information system.

Integrated with SAP system for supply chain, stock and sales & data visualization for top management.

Has led initiatives to track & measure both digital & offline marketing campaigns, celebrity endorsement, reputation management for 10+ retail innerwear brands.

Managed the complete project life cycle, project scheduling, scoping, identifying risk, budgeting, MIS and analyzing the reports, rates, cost to drive efficiency.

Identify opportunities worth developing into MVPs

Lead initiatives without direct authority over other functions such as Sales, Operations.

Product pricing and packaging, after sales experience / voice of the customer.

Product Manager(IT) SimplifyS Digital Pvt Ltd.
Kolkata, Apr 2016 – Mar 2017

In charge of Product requirements, roadmap, and execution for SimplifyS NPD LoB.

Demonstrate initiative to recommend UI improvements and optimisation suggestions

Working collaboratively with Architecture, Engineering, QA and UI developers to develop solutions which meet market needs and wants

Work closely with development team for meeting release milestones.

Fulfill scrum duties of Product Owner as needed, including conducting sprint planning and review meetings, and maintaining the product backlog.

Lead transformation projects using Agile Methodology and coaching teams for self organization.
Conduct product demonstrations for partners and key prospects.

Researching customer and market needs and want.Conduct hands-on and external analyses of competitive products.

Sr. Manager: Allied Biztech Solutions Pvt Ltd
Kolkata, Dec 2014 – Apr 2016

Build and maintain prioritized feature lists(backlog) based on requests from partners, customers, market and competitor analysis, and industry trends.

Develop product management documentation including product concept proposals, business cases and workflows, formal product requirement specification, launch plans,

Establish relationships with sales and sales engineers to position and sell product successfully, providing training and leadership on strategic opportunities

Work closely with Marketing group to optimize marketing of product/solutions through all marketing channels and provide guidance on all product collateral

product collateral, sales training material, and product marketing collateral

Participate in formal product development processes by working with product development team to provide guidance

Support financial requirements of product management and derive pricing, budgets and forecasting.

Product Manager: MEDISMO PHARMA CRM (SBU Allied Biztech Solutions Pvt Ltd)

Chennai, July 2012 - Nov 2014

Primarily responsible for leading the development of India's 1st CRM exclusively designed for Pharma Industry. Was responsible for end to end product development from white board – prototyping – architecture – backlog refinement – sprint – QA till release.

Coordinating with Program Manager for key releases, bug fixing, feature enhancements through Agile SrumBan methodology.

Implementing Multi Variant, A/B testing and Conversion Optimization across website globally using tools such as Hotjar, CrazyEgg, Hubspot and Google Analytics.

Represented as the Chief Evangelist of MedismoTech on Website, Blog, Webinars, Demos and tradeshows. Utilizing marketing automation reporting and analytics for improving UX and customer retention.

Project Lead: MEDISMO PHARMA CRM (SBU Allied Biztech Solutions Pvt Ltd)

Chennai, India. Jan 2011 – June 2012

- Fully responsible for Medismo CRM ideation, prototyping, building backlogs, and building Medismo CRM with over 24 Modules and Android App.
- Responsible for creating and implementing PPC, SEO, and SMO strategies
- Managing a team of six contractors and monitoring progress and reporting through Agile Scrum methodology.
- Managed teams in the Chennai and Kolkata simultaneously.
- Reported directly to the President .
- Supported Closed looped processes to identify closed leads from search marketing efforts into SalesForce.com

Web Developer, Allied Biztech Solutions Pvt Ltd.   Chennai, India. Apr 2007 – Dec 2010

- Pharma sales & marketing techniques, problem solving strategies, deep insights into CRM activities.
- Involved in SaaS based CRM Web application ideation – development – deployment in cloud & SaaS.
- Prepares low fidelity prototypes of sites/features (ranging from paper-and-pencil concepts to wireframes or interactive prototypes) for internal review and brainstorming with the help of Axure RP.
- Capable of gauging technical feasibility of the prototype & database design of the entire App.
- Involved in the sole development & support of 3 high volume & popular web apps. Technology used: HTML, CSS, Javascript, JQuery, XML, DHTML, PHP, MySQL
- Designed websites in Joomla , Wordpress and Zencart for clients

Professional Certifications

CSMˢᴹ & A-CSMˢᴹ Certified

Authority: Scrum Alliance Inc. https://goo.gl/jrZjHv

Feb 2017 - 2020

Inbound Marketing

Authority : Hubspot, License https://goo.gl/Vj36af
March 2015 – March 2017

Google Analytics

Authority : Google Inc, https://goo.gl/Yma5yR

April 2014 – March 2017

Google Adwords Certified - Search & Display

Authority : Google Inc, License https://goo.gl/Yma5yR

September 2012 – August 2016

Education

Post Graduation Diploma in IT Management, (PGDITM). *Symbiosis University*   May 2018

Bachelor's Degree, (BBA - Computer Applications). *Annamalai University, Chennai India*   May 2013

Diploma in Electronics & Comm. Engineering (D-ECE) *SRM College, Chennai India*   May 2004

Madhyamik Pariksha (Matriculation) *T.B.S.E.*   May 2001

Languages

English
Level: Expert

Hindi
Level: Expert

Bengali
Level: Expert

Tamil
Level: Intermediate

Recommendations   for more [click here](#)

[Ranjit Kovilinkal](#)

Co-Founder, myhealthvalet

Dipesh is a highly knowledgeable person in the areas of Digital Marketing, software development and in UI/UX. His ability to understand the requirements, grasp concepts quickly and convert business ideas into workable models are some of his admirable qualities. He works with the client on a partnership model, is very passionate about his work and is highly committed. I...**more**
January 20, 2014, Ranjit was Dipesh's client

[Ganesh Asokan](#)

Delivery Head - Inbound Marketing at CMO Axis

It was a pleasure to be with Dipesh Majumder, who was an experienced profession. He is not only a proactive and precise Digital Marketing professional but also an inspiring team player. Dipesh Majumder is a loyal expert, understands complex matters even when outside of his direct area of expertise. Honest perfectionist who can be trusted. His background and intelligence...**more**
September 24, 2013, Ganesh was Dipesh's client

I agree that the above information is true to my knowledge.   Signature