

SAYAN SAMANTA

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Product Manager | AI, Growth & Marketplace

PROFESSIONAL SUMMARY

Product manager with 5+ years at IndiaMART building growth, platform, and AI products for a B2B marketplace of 45M+ pages and 22M+ monthly users. Built 0-to-1 lead automation that saved ₹4 crore a year, grew AI-search traffic 5x, and cut buyer churn by 7%. Experienced in AI-native product development, marketplace optimization and cross-functional leadership across Product, Engineering and Analytics.

KEY ACHIEVEMENTS

- 4 Cr+ annual cost savings via 0-to-1 approval process automation using WhatsApp and voicebot workflows
- Drove 5x growth in GEO traffic through LLM-native discovery and structured content initiatives
- Reduced customer churn by 7% through geo-personalized matchmaking and multimodal buyer input systems at 22M+ MAU scale
- 4x Employee of the Year (2022–2025)
- My Portfolio & AI Agents: <https://sayanrup.github.io/SAYAN/>

WORK EXPERIENCE

IndiaMART

Apr 2022 – Present

Promoted from APM to PM within 2 years based on high-impact delivery across marketplace growth and automation initiatives.

Product Manager - Omnichannel Product Pages

- Led the redesign of the product page experience across app, mobile web, and desktop (45M+ pages, 22M+ monthly users), lifting engagement-funnel metrics by about 10% month over month.
- Reduced customer churn by 7% by improving buyer-seller matchmaking quality through local-intent detection and geo-personalized recommendations.
- Reworked the RFQ flow to accept voice, image, and free-text inputs so buyers could express intent more naturally, which lifted lead quality and fulfilment by about 15%.
- Grew LLM-driven discovery traffic 5x as a new acquisition channel by restructuring content and semantics.

Product Manager - Mobile Website Product Pages

- Owned the technical SEO and page performance optimization initiatives reducing latency, cutting HTML payload by 50% and improving both crawlability and load times.
- Launched an agentic AI journey-analytics setup to automate testing and to find drop-off points, which sped up the experimentation cycle on funnel fixes.
- Improved marketplace catalog quality by launching automated product moderation and duplicate-detection workflows across large-scale seller catalogs and PDP ecosystems.
- Shipped a quality gate inside the CI/CD pipeline that catches Core Web Vitals, SEO, and code-quality regressions before release, cutting those issues by about 98%.

Assistant Product Manager - Buy Leads

- Delivered 4 Cr+ INR in annual operational cost savings by launching a 0 to 1 automated buyer-lead approval platform powered by WhatsApp and voicebot workflows.
- Increased lead transactions by 10% through improvements in lead quality, including a 30% uplift in specification fill rates and correcting unit/spec mappings across 22K+ low-quality categories.

- Strengthened onboarding and marketplace trust by building a fraud-detection and profile enrichment system leveraging government-verified identity signals to automate buyer validation and improve profile accuracy.
- Enabled faster growth and operational decision-making by designing near real-time performance dashboards integrating Data Warehouse, Looker, and PowerBI.

Motherson Sumi Infotech & Designs

Jun 2021 – Apr 2022

Management Trainee (Pre-Sales)

- Consulted with enterprise clients to analyse core business needs and value drivers, translating operational bottlenecks into tailored, high-impact software solution proposals.

EDUCATION

MBA — IMT Ghaziabad [CGPA: 6.5]	2019 – 2021
B.Tech (Computer Science) — Kalyani Govt. Engineering College [CGPA: 8]	2015 – 2019
12th - WBCHSE [90%]	2015
10th - WBBSE [94%]	2013

SKILLS & TOOLS

Core Skills: Product Strateg, Roadmapping & PRDs, AI / ML Product Development, Growth & Funnel Optimization, SEO & Web Performance, Marketplace Products, Experimentation & A/B Testing, Stakeholder Management, Agile / Scrum, Conversational & Voice Automation, Search & Discovery, Retention & Churn

Tools & Analytics: Google Analytics (GA4), MS Clarity, Looker, PowerBI, Data Warehouse, SQL, Jira, Figma

CERTIFICATIONS & AWARDS

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- Certified Scrum Product Owner [2023]
 - Employee of the Year – IndiaMART [2022, 2023, 2024, 2025]