

SAMIKSHA DAS

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AI Product Manager | Enterprise AI Systems | 0-to-1 Builder | GenAI and Agentic Workflows | IIM Indore | 6+ yrs

SUMMARY

Product and strategy leader with 6+ years building **AI-powered enterprise systems** and driving data-informed product decisions at scale. Built **3 internal AI products from 0-to-1** - an LLM-powered BI platform, an agentic deal-risk detection workflow, and a RAG-based revenue copilot - actively used by **200+ enterprise users**. Proven ability to define requirements, align cross-functional teams, and ship AI products that measurably change how organizations operate.

PROJECTS

Samlytics | Independent 0-to-1 AI Build (Side Project)

Apr 2026 - Present

Product Owner and Architect

- * Designed and shipped enterprise-grade **AI revenue intelligence platform end-to-end** - explainable ML deal scoring, RAG-powered Copilot, and conversation intelligence; multi-tenant, BigQuery-first; actively used by **200+ sales users**. Stack: Python, BigQuery, Gemini, LangChain, React

PROFESSIONAL EXPERIENCE

BrowserStack | Mumbai

Jan 2025 - Present

Lead, Business Strategy and Product Operations

AI Product Development

- * Built **CATalyst 0-to-1** - internal AI BI platform (React, Node.js, BigQuery, Google Cloud Run, Claude LLM): defined product scope, designed user workflows, drove adoption across **40-50 stakeholders**; eliminated all ad-hoc analyst requests with a self-serve intelligent layer
- * Designed **Deal Guardian** - AI deal risk detection workflow: authored product spec, built GenAI (Gemini) pipeline on sales transcripts, **surfacing 100+ at-risk deals weekly**; 90% effort reduction, ~10-15% conversion lift

Product Strategy and Cross-Functional Execution

- * Owned GTM strategy across acquisition and expansion funnels; redesigned targeting logic, lifting **inbound conversion from 4% to 25% (6x)**
- * Drove **12.5% cross-sell lift, \$500K+ incremental pipeline in 1 month** via lifecycle journey redesign across Product, Engineering, and Sales
- * **Annual Extra Miler Award (twice in 14 months)** - Samlytics AI build and inbound conversion redesign (4% to 25%, 6x lift)

American Express | Gurgaon

May 2020 - Dec 2024

Senior Analyst, Enterprise Loyalty Analytics

Data-Driven Product and Decision Intelligence

- * Delivered **\$17M annual savings** by redefining loyalty product benefit structure; analyzed 53M+ data points, identified low-value segments, and translated insights into product tier changes
- * Identified **\$23M-\$48M product opportunity** via scenario-based analysis; designed targeting logic and personalization requirements for 910K first-time redeemers
- * Influenced **\$70M+/yr OTT media partner renewal** via customer segmentation and value-vs-cost modeling - shaped product positioning for 3M+ US cardholders
- * Winner - **Amex US Consumer Services Innovation Day 2024** (top of 85 cross-team participants) - business plan to cross-sell Amex Insurance to US consumers

EDUCATION

MBA, IIM Indore | **B.Tech Mechanical, CET Bhubaneswar** (2018, Rank 7/143)

SKILLS

AI and Product: GenAI (Gemini, Claude), RAG Pipelines, LLM Workflows, Agentic AI, 0-to-1 Product Development, Product Requirements and User Stories, Roadmap Prioritization, Product Strategy, Prompt Engineering

Engineering and Data: Python, SQL, BigQuery, React, Node.js, Google Cloud Run, A/B Testing, Predictive Modeling, Forecasting, Data Storytelling

Cross-Functional: Stakeholder Alignment, User Research, Enterprise Automation, Agile, Go-to-Market Strategy, Sales Enablement, Competitive Analysis

ACHIEVEMENTS AND CERTIFICATIONS

- * **Winner - Amex US Consumer Services Innovation Day 2024** (1st of 85 cross-team participants) - business plan to cross-sell Amex Insurance to US consumers
- * **Annual Extra Miler Award, BrowserStack (twice in 14 months)** - Samlytics AI build and inbound conversion redesign (4% to 25%, 6x lift)
- * **Top 20 / 6,000 teams - Ab InBev B.U.D Challenge (GTM)** | PM Certifications: Aha! Academy, LinkedIn Learning | **Harvard ManageMentor** - Data Storytelling for Decision Making