



## **ANUPAM BISWAS CSPO®**

Seasoned Product Leader & Digital Marketer

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### **SUMMARY**

Certified Scrum Product Owner with extensive experience in product development, project management, and digital marketing. Expertise in team leadership, task allocation, project performance tracking, and cross-functional collaboration. Proven ability to manage product backlogs, deliver products using Agile methodologies, and liaise with multiple stakeholders. Strong communicator with a technology-savvy mindset, capable of managing multiple projects simultaneously and delivering within tight deadlines.

### **KEY SKILLS**

- ★ Product Management
- ★ Agile & Scrum Methodologies
- ★ Project Management (PMO)
- ★ Digital Marketing (SEO, SEM, SMM)
- ★ Analytics & Data-Driven Decision Making
- ★ Vendor & Stakeholder Management
- ★ Cross-Functional Team Leadership
- ★ JIRA & Bug Tracking
- ★ Automation & Process Optimization
- ★ Customer Experience Improvement

### **TOOLS & SOFTWARE**

- Project Management: Jira, Confluence
- Analytics & Automation: Google Analytics, IBM Watson, Facebook Ads, Branch, Firebase
- Design & Collaboration: Figma, Zeplin, Google Sheets, PowerPoint
- Marketing Tools: Moz, AdWords, LinkedIn Ads, MailChimp, UNICA

### **PROFESSIONAL EXPERIENCE**

Head of B2B Product

Groupon, Dubai

February 2024 – Present

- Leading the global B2B product team, managing the supply side of Groupon.com.
- Spearheading merchant onboarding, deal lifecycle management, and process automation using AI.
- Defined KPIs and initiatives, ensuring delivery within tight deadlines.

- Implementing a one-stop solution by retiring legacy tools to streamline internal processes.

#### Product Director

Paymentology, Dubai

August 2022 – October 2023

- Led a team of product managers and solution architects, setting product roadmaps and KPIs.
- Developed modular systems for client onboarding and internal team collaboration.
- Enhanced sales pipeline management and revamped the developer portal, improving the user experience.

#### International Product Manager

Ascend Money, Bangkok

March 2020 – August 2022

- Managed the development of core-payment platforms across multiple Southeast Asian countries.
- Worked with cross-functional teams to deliver modular apps with 360° wallet capabilities.
- Focused on improving customer experience and market share through data-driven insights and technology use.

#### Product Manager

PAYBACK India (American Express Group), Gurgaon

September 2017 – March 2020

- Managed Android and iOS app life cycles from concept to launch.
- Conducted A/B testing, cohort analysis, and user segmentation for product optimization.
- Led marketing campaigns using IBM Marketing Cloud and Watson Campaign Automation.

#### Product Manager

Jagran New Media, New Delhi

August 2016 – September 2017

- Managed digital marketing for five web portals and 15+ apps with over 367 million monthly page views.
- Monitored ROAS for paid campaigns and created performance reports for leadership.
- Conducted strategic decisions using in-depth data analytics to foster growth.

#### Team Lead

Accenture Services Pvt Ltd, Gurgaon

February 2014 – August 2016

- Led Google's global marketing communication strategy and digital execution for the client's products.
- Managed delivery, resource allocation, and budget planning across marketing operations.
- Partnered with key stakeholders to prioritize business needs and influence product roadmaps.

#### SEO Specialist

TGS Ecom Pvt Ltd, Bengaluru

May 2013 – October 2013

- Managed SEO activities for company portals, handling multiple projects involving web design, development, and optimization.
- Built online resources and social media presence, improving brand reviews and reputation within two months.
- Established a new line of business for online reputation management (ORM).

Founder

Namitas Kreative Krew, Bangalore

January 2012 – April 2013

- Provided digital marketing services, including SEO, SEM, social media marketing, and CMS management (WordPress, Drupal, Joomla, Magento).
- Conducted Google Analytics reporting and automation for HolidayIQ.com and other clients.

## **EDUCATION**

Post Graduate Diploma in Marketing (PGEMKTG)

Institute of Management Technology, Ghaziabad – 2017

Bachelor of Commerce (B.Com)

EIILM University – 2012