NITESH ROY

**Product Manager at IBM Software Labs | Ex CISCO SYSTEMS | MBA NMIMS Mumbai (Full Time) |
Product Management Duke University | 10 years' Work Experience of Product, Revenue, Growth**

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WORK EXPERIENCE

IBM SOFTWARE LABS   10/2023- Present
Product Manager   Bengaluru, India

- Own end-to-end **product lifecycle** for security analytics solution, defining **product vision, strategy, and roadmaps** to enhance customer engagement and deliver **11% YoY revenue growth by onboarding 15 enterprise clients in 2025**.
- Conducted Market Research & User Research. Translated business needs into user stories and scalable technical requirements, **reducing analytics false positives by 20%**
- Launched **AI Powered Case Investigations** to enhance SOC productivity , enabling seamless experiences for global stakeholders.
- **Collaborated cross functionally with UX, engineering, and business** & delivered enriched, customer-centric digital experiences at scale in an agile manner.
- Author PRDs, user stories for defined user personas while **championing data-driven decision-making and adoption of emerging technologies (AI/ML, GenAI).**
- Drove **stakeholder alignment, sales enablement, Go-To-Market Strategy.**

SOLIX SOFTECH   05/2022– 09/2023
Product Marketing Manager | Product Manager   Bengaluru, India

- Managed **product vision, roadmaps & backlog** for B2B SaaS document and content management solutions, embedding **features like workflows, metadata templates** that drove adoption by **500+ users** and enabled better data-based decisions.
- Conducted competitive analysis and **fit-gap assessments**, generating a **25% increase in marketing-qualified leads** through content-driven strategies.
- **Partnered with UI/UX and engineering** to deliver structured, enriched features for seamless digital experiences across front-end touchpoints.
- Implemented **growth driven product decisions**. Applied **Google Analytics, SEO, and A/B testing** to improve **website visits by 191%**, optimizing website discoverability and engagement with support from Sales & Marketing.
- Presented insights and business cases to leadership, influencing strategy in a highly cross-functional environment.

CISCO SYSTEMS   07/2018- 04/2022
Account Manager – Products   Mumbai, India

- Guided cross-functional teams on customer acquisition by **increasing penetration from 8% to 50%** in the designated customer account set with **142% of target revenue** in FY-21

BPCL   09/2012- 05/2015
Engineer   Kochi, India

- **Optimized supply chain operations** and handled crude accounting in SAP, **reduced monthly P&L through process improvements**

PROJECTS

Led an industry project on a **B2C food tech e-commerce app**, conducting user research, creating product artifacts (user journey, persona), developing wireframes and a functional prototype. Defined growth strategies, product roadmap, PRD, relevant metrics and GTM strategy. Additional projects on **AI Prototyping, AI Agents**   >>>>   https://www.niteshroypm.com/projects

EDUCATION

DUKE CORPORATE EDUCATION, DUKE UNIVERSITY   12/2020- 06/2021
Product Management Certification

NMIMS, Mumbai   06/2016- 04/2018
MBA (Full Time)

RGIPT (Selected Through IIT-JEE)   09/2008- 05/2012
B.Tech (Full Time)

SKILLS

Product Strategy, Product Vision, Product Roadmap, Product Management, Product Marketing, Go-To Market/ GTM, Digital Content Management, AI, ML, GenAI, API Integrations, Data-Driven Decision-Making, SEO, A/B Testing, Analytics, Agile (Scrum), User Stories, Personas, PRD & Business Cases, UX Collaboration, Competitive Analysis, Stakeholder Management, Cross-Functional Leadership, Understanding of RAG LLMs Agentic AI, Customer-Centric Design, Market Research, User Research, AI Prototyping, Gen AI