HIMANSHU DATTA

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SENIOR PRODUCT MANAGER

Product Manager with 6+ years of experience leading 0-to-1 and scaled product development across consumer platforms, enterprise SaaS, immersive experiences, and AI-assisted workflows. Proven track record driving product strategy, roadmap execution, experimentation, analytics infrastructure, and cross-functional delivery across Engineering, UX, Operations, and executive stakeholders. Experienced operating in fast-paced startup environments, building scalable customer-facing products, and leveraging AI-assisted workflows to accelerate product discovery, planning, and execution.

EXPERIENCE

Product Manager | Enhanced
Remote | Mar 2026 – Present

- Led zero-to-one launch of a healthcare commerce and operational platform spanning 14 product SKUs across acquisition, subscriptions, fulfillment, analytics, and customer lifecycle workflows in a high-speed startup environment
- Owned roadmap prioritization, product requirements, implementation planning, and execution across engineering, analytics, design, operations, compliance, and external vendor stakeholders for both customer-facing and operational product surfaces
- Leveraged AI-assisted workflows to accelerate product discovery, workflow design, PRD creation, edge-case analysis, and cross-functional execution across operational and customer-facing systems
- Architected analytics infrastructure using PostHog, GTM, Stape, Meta CAPI, and Customer.io to support customer journey tracking, behavioral analytics, attribution, and operational reporting across integrated systems
- Conducted funnel analysis and experimentation to identify user friction points and mobile conversion gaps, driving UX optimization initiatives across onboarding and checkout experiences
- Built execution systems and cross-functional workflows supporting rapid delivery across acquisition, subscriptions, fulfillment, analytics, and customer lifecycle operations in a fast-paced startup environment

Product Manager | Opelsoft
Remote | Jan 2025 – Mar 2026

- Own product strategy and roadmap development for workflow automation systems, operational tooling, and enterprise visibility platforms supporting internal operations and customer-facing workflows
- Translate ambiguous business requirements into scalable workflows, phased delivery plans, and prioritized product backlogs in partnership with engineering and business stakeholders

- Lead end-to-end product lifecycle execution including discovery, workflow mapping, KPI definition, analytics instrumentation planning, launch coordination, and post-launch optimization
- Leveraged AI-assisted workflows to accelerate documentation, operational planning, workflow design, and implementation iteration cycles across internal product initiatives
- Partner cross-functionally across Engineering, UX/UI, Operations, and Customer Support teams to streamline workflows and improve execution scalability across concurrent initiatives

Lead Project Manager | Mattel (Fisher-Price)
East Aurora, NY | Jul 2024 – Dec 2024

- Led operational execution and launch coordination across 100+ concurrent consumer product and digital initiatives involving design, merchandising, marketing, legal, finance, and executive stakeholders
- Served as single-threaded owner for the John Legend × Fisher-Price global launch, coordinating execution across product, digital, and brand channels under aggressive delivery timelines
- Built governance frameworks, prioritization systems, and operational tracking workflows improving execution visibility and launch readiness across distributed teams

Product Manager | Obsess Inc.
New York, NY | Aug 2021 – Mar 2024

- Led 0-to-1 strategy and execution for a multi-tenant immersive commerce and consumer engagement platform supporting 150+ enterprise brands across mobile, web, and emerging spatial computing ecosystems
- Defined product roadmaps, experimentation strategies, implementation workflows, and customer experience requirements across engineering, UX, operations, and executive stakeholders in fast-moving startup environments
- Owned delivery of immersive consumer experiences for global brands including Dior, Prada, Ralph Lauren, Alo, NBCUniversal, and Crocs, translating ambiguous business and customer requirements into scalable platform capabilities
- Drove 30% increase in user engagement and 20% increase in average session dwell time through experimentation-driven feature optimization, interactive discovery systems, and immersive customer experiences
- Served as Product Owner for an internal CMS and operational platform enabling non-technical teams to create, publish, and manage digital experiences at scale, reducing engineering dependency by 35%
- Defined product strategy and execution workflows for immersive experiences across Apple Vision Pro and Meta Oculus platforms, partnering closely with engineering and UX teams on interaction models, API integrations, and rapid prototyping initiatives
- Built reusable onboarding, implementation, and experimentation frameworks reducing onboarding timelines by 40% and improving operational scalability across customer deployments

PROJECTS

AI Traffic Analytics Platform | NYC DOT & DDC **New York, NY | 2021**

- Led 0-to-1 development of an AI-driven traffic analytics platform leveraging computer vision and YOLO-based object detection to automate infrastructure analysis from live video feeds
- Defined analytics workflows and operational metrics transforming raw video input into actionable transportation insights for city planning stakeholders

Back2Classroom | Aegean AI Inc. **New York, NY | 2020**

- Led strategy and launch of an AI-assisted campus management platform supporting automated seat allocation, QR-based attendance tracking, and policy-driven access workflows
- Partnered with engineering and institutional stakeholders to prototype scalable operational systems supporting safe campus return initiatives

EDUCATION

New York University (NYU)
M.S., Management of Technology | 2019 – 2021 | GPA: 3.8

Dr. A.P.J Abdul Kalam Technical University
B.Tech., Computer Science & Engineering | 2013 – 2017 | GPA: 3.5