

SAMBIT BEHERA

Product Management | Agentic Products | AI-Native Products | Subscriber Retention & Expansion
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PROFESSIONAL SUMMARY

Growth marketing and lifecycle leader with 10+ years of experience driving measurable improvements in subscriber retention, onboarding conversion, and lifetime value across consumer tech, fintech, and AI-native platforms. Proven track record of 18x revenue growth and 25x subscriber growth through experiment-driven lifecycle programs, behavioral segmentation, and multi-channel campaign execution. Combines strong SQL and analytics skills (Mixpanel, Snowflake, cohort analysis) with hands-on AI personalization experience — including LLM-based behavioral targeting and GPU-backed inference — to build hyper-personalized, data-driven user journeys at scale.

PROFESSIONAL EXPERIENCE

Botflip LLC

2024 – 2026

Founder & CEO — AI-Native eCommerce Platform

- Built and launched an AI-native eCommerce search and discovery platform leveraging LLM-based retrieval and GPU-backed inference to deliver real-time, personalized product experiences — end-to-end ownership from infrastructure to user-facing experimentation.
- **Behavioral segmentation & personalization:**
- Designed LLM-driven user segmentation and behavioral targeting systems for hyper-personalized discovery, iterating on engagement and conversion metrics using Mixpanel.
- **Data pipeline ownership:**
- Led complex ETL from partner catalogs onto Postgres and ParadeDB; monitored funnel drop-offs and conversion KPIs to continuously optimize the acquisition-to-retention journey.
- **Infrastructure selection:**
- Evaluated GPU compute options (on-prem vs. cloud) using TCO modeling, performance benchmarking, and deployment readiness criteria — directly analogous to the experimentation and ROI mindset needed in lifecycle marketing platforms.

BlackRock Inc

2018 – 2024

Product and Growth Lead (VP) — SMA & Aladdin Wealth Management

- **Partner lifecycle expansion:**
- Drove Partner AUM growth by onboarding 50+ sponsor connections through cross-functional lifecycle expansion.
- **Data-driven analytics:**
- Applied SQL-based cohort analysis and Snowflake data warehouse to track platform engagement metrics, identify drop-offs, and inform product prioritization — mirroring lifecycle analytics workflows.
- **Enterprise platform scale:**
- Owned release readiness and system validation across Azure and on-prem infrastructure for Aladdin (6,000+ servers, 5K daily portfolio tests) — demonstrating fluency with high-throughput, distributed systems.
- Drove iDevOps and Infrastructure-as-Code adoption, standardizing deployment practices across a large, regulated engineering organization.

Sr. Product Manager — FutureAdvisor Inc (acquired by BlackRock)

- Directed platform overhaul of custodial data ingestion pipelines (AWS Athena + Lambda), improving scalability and onboarding speed for a rapidly growing user base.
- Coordinated multi-team releases ensuring seamless user journey continuity across environments.

Fingerprint Inc

2016 – 2018

Director of Products — Consumer Lifecycle & Growth

- **Subscriber growth at scale:**
- Drove 18x revenue growth and 25x active subscriber growth for Samsung Kids by designing and executing full lifecycle programs — from activation and habit formation through retention and re-engagement.
- **Onboarding funnel optimization:**

- Improved onboarding conversion by >35%, tripling new revenue in under five months through systematic A/B and experiment-driven analysis across subscriber touchpoints.
- **Behavioral segmentation infrastructure:**
- Built analytics pipelines connecting to Apple App Store Connect, Google Play, Stripe, and Facebook Ad Networks — enabling cohort-level behavioral targeting and personalized lifecycle messaging.
- **Cross-functional execution:**
- Led engineering, design, and marketing teams to deliver user-centric experiences in a fast-paced, ambiguous startup environment with rapid iteration cycles.

Earnest / WRKSHP / Zynga

2013 – 2016

Product Manager — Data, Growth & Business Intelligence

- Led growth and data product initiatives across fintech and consumer gaming platforms: delivered 300K installs and \$25M/year in revenue through user acquisition, engagement, and retention programs spanning web and mobile channels.
- Defined and shipped growth features from concept to launch, using BI tooling and behavioral analytics to identify high-leverage retention and expansion opportunities.

SKILLS

Lifecycle & Growth Marketing: Subscriber lifecycle strategy, Onboarding & activation programs, Retention & churn reduction, Upsell/cross-sell campaigns, Win-back flows, A/B & multivariate experimentation

Analytics & Data: SQL (cohort analysis, funnel deep-dives, behavioral metrics), Mixpanel, Amplitude (familiar), Snowflake Data Warehouse, Power BI, Apache Airflow

AI & Personalization: LLM-based behavioral segmentation, Real-time personalization, GPU-backed inference, Embeddings, RAG pipelines

Technical: Python, JavaScript, React, AWS, Docker, Kubernetes, SQL

Platforms & Tools: Mixpanel, Snowflake, Power BI, Aladdin, OmniGraffle; familiar with Segment-style CDP architectures

EDUCATION

Harvard Business School Online

- Certificate in CORE: Business Analytics, Economics for Managers, Financial Accounting
- Certificate in Disruptive Strategy

Grinnell College

- B.A. — Economics & Computer Science (extensive coursework)
- Davis United World Scholar (\$25K/yr, 4-year) | Grinnell International Scholar (\$20k/yr, 4-year) | Mahindra UWC Scholar (Full, 2-year)

WORK AUTHORIZATION

Valid U.S. Employment Authorization Document (EAD); I-140 Approved, AC21 eligible. No employer sponsorship required. Citizenship: Indian National.