



SOURABH PRADHAN

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SUMMARY

Product leader with 16+ years of experience spanning engineering, entrepreneurship, and product leadership in high-growth B2B SaaS companies. I currently lead product and design at Lucidity, where I scaled a category-defining cloud optimization product 20x and drove major ARR growth. I bring a rare blend of technical depth, strategic thinking, and execution excellence. Formerly at Intuit and Apttio, I've driven product strategy, GTM alignment, and customer success at every growth stage. Author of Product Management Unlocked (Amazon), committed to developing future product leaders and sharing insights through case-driven narratives.

WORK EXPERIENCE

Principal Product Manager, Lucidity

Oct 2022 - Present

- Own end-to-end product lifecycle for industry-first cloud storage optimization platform adopted by Fortune 500 customers.
- Led product vision, roadmap, and design for storage auto-scaling and real-time cost efficiency tooling.
- Scaled customer base 20x and significantly increased ARR by building repeatable product-market fit.
- Built and led PM and design teams; created product ops practices and OKR frameworks.
- Introduced "Lumen", a multi-cloud analytics product that opened a new revenue stream.
- Established strong product analytics discipline using Amplitude and SQL; drove adoption via data-informed experiments.
- Proactively adopted AI tools to craft more compelling and detailed PRDs, analyze data more effectively, and create lightweight prototypes to communicate ideas without relying on Figma.

Senior Product Manager, Apttio (An IBM Company)

Nov 2020 - Oct 2022

- Owned Datalink integrations used by top enterprise customers; improved integration reliability and speed by >30%.
- Partnered with ServiceNow to co-develop enhancements that drove 40% faster IT decision-making.
- Revamped UX based on structured customer feedback, increasing CSAT by 20%.
- Drove strategic roadmap planning and stakeholder alignment across GTM, engineering, and exec leadership.

Product Manager, QuickBooks Online Advanced, Intuit

Sep 2019 - Nov 2020

- Drove AI-powered Smart Invoices feature, reducing payment cycles for SMBs.
- Launched batch processing and task delegation tools to improve productivity by 30%.
- Prioritized roadmap using Amplitude and cohort analysis; influenced GTM alignment.

Product Manager, Connected Vehicles, KPIT

Apr 2018 - Jul 2019

- Owned roadmap and execution for vehicle telematics features; led cross-functional delivery.
- Partnered with transport operators and logistics stakeholders to launch the Journey Risk Management tool, improving driver safety and route planning; contributed to a 15% reduction in incident reports within 6 months.

Chief Engineer, Samsung Electronics

Apr 2013 – Mar 2017

- Led cross-geo teams on Smart TV platform; delivered \$40M+ in product revenue.
- Designed and implemented graphics and performance solutions across display stacks.

Various Software Dev Roles, TCS • Realtime Worlds • Trine Games

2007 – 2013

- Engineered AAA games, PS3/PSP titles, and UI toolkits.
- Built foundational systems that shipped to millions of users globally.

EDUCATION

Master of Business Administration, IIM AHMEDABAD

2017 - 2018

M.S Software Engineering, University of Dundee, Scotland

2006 - 2008

B. E Computer Engineering, University of Mumbai, India

2000 - 2004

THOUGHT LEADERSHIP

- **Author:** Product Management Unlocked – Available on Amazon
- **Speaking & Mentorship:** Product meetups, PM coaching, IIM-A guest speaker

SKILLS

- Product Strategy • GTM Planning • Product Ops • User Research • Analytics • SQL • Amplitude • Stakeholder Communication • Cross-functional Leadership • UX + Technical Fluency