

BILWASIVA BASU MALLICK

+1 (614) 405-1679 basumallick.2@osu.edu [LinkedIn](#) [Github](#) [Website](#)

Summary

- MBA Candidate with 6+ years of experience in Corporate Strategy, AI Product Management at Amazon, Oracle.
- Proven track record of driving million-dollar revenue growth, securing VP-level buy-in for strategic roadmap goals
- Expert in translating complex AI/ML architectures into scalable business value long-term organizational change.

Education

The Ohio State University, Fisher College of Business

Columbus, Ohio

*Master of Business Administration (MBA) - **STEM MBA** (Finance, Product Management, Strategy) Aug 2025 - Apr 2027*

Award: Fisher MBA Leadership Fellow, Graduate Assistant — Score: GRE- 336, GMAT FE-685 — **GPA: 3.9/4**

Coursework: Corporate Finance, Operations, Marketing, Strategy, Data Analysis, Business Analytics, Valuation

Activities: Finance Association, Strategy Consulting, Investment Banking, Technical Product Management Club

BITS Pilani

Rajasthan, India

Master of Engineering (ME), Bachelor of Engineering (BE) in Computer Science

CS Dept Rank - 1st — CGPA: 9.6/10

Work Experience

Amazon

Feb 2021 – August 2025

Principal Applied Scientist / Senior Tech Lead

Bangalore, India

- Defined 2024 annual strategic roadmap for 4 organizations (Retail, Devices, Prime Video, AWS) by authoring 45 business cases, successfully secured VP-level approval for 12 strategic initiatives, shaping operation planning, resource allocation.
- Spearheaded product strategy & cross-functional execution of AI/ML initiatives across AWS, Amazon Pay, Kindle orgs.
- Structured & executed data-driven Ads monetization strategy, Freemium-to-Paid Conversion models pricing strategy; led cross-functional team of 15 to deploy personalized Agentic AI, driving 44% CTR increase, boosting dwell time by **53%**.
- Led corporate-wide initiative to integrate GenAI into workflows for Amazon Pay; developed a multi-agent AI strategy that automated queries for **70M** customers, reduced operational expenses (OpEx) by **3X** through workflow automation.
- Customer-Centric Solutions: Launched a patented multi-modal model accelerating product inventory ranking in Kindle, Books, Retail Science orgs, outperforming baseline models with **9X** asset utilization, **14.5X** reduced infrastructure cost.
- Technical Product Management: Directed end-to-end lifecycle for a Enterprise Knowledge Retrieval (RAG) model for AWS Documentation, integrating Pinecone, Flan-T5 to streamline real-time query responses, achieving 87% BertScore.
- Introduced monthly recognition awards, quarterly hackathons to inspire path-breaking work in AI best practices in org.
- Innovated "HELIUM-PRISM", a robust lightweight multi-modal model, to accelerate product mapping & ranking in Kindle, Prime Video & promote de-duplication in digital catalog for **84 external competitors** across **3 continents**.
- Achieved performance of **98%** precision, **99%** recall for unmatched decision & **99%** precision for matched decision, outperforming baseline (VGG, ResNet, Inception, MobileNet, EfficientNet) with **9X speed** & **14.5X better memory**.
- **Augmented Kindle purchase by 15%** with pricing optimization, dynamic Pricing Strategy & generated high impact
- Designed and deployed an automated promotion-monitoring system for retail webpages, achieving 99.6% accuracy in identifying product placements & **eliminating 2400+ hours** of manual validation work in Amazon Japan ecommerce.
- Led Product Strategy for Digital Streaming & Subscriptions (Amazon Music, Prime Video, Podcasts), optimizing content discovery for **6 global product lines** in North America, reduced client onboarding time from **6 months** to **3 weeks**.
- Developed 9-class & 5-class classification models for entity & promotion texts & achieved **99%+ recall** & **95%** precision
- Orchestrated as **tech lead** of **16 SDE & MLE** in deploying model & CI/CD pipelines to production using SageMaker.
- Enhanced customer experience for **250 million** MiniTV users, improving asset utilization, lifting engagement by **21%**.
- Mentored 51 engineers, led talent development, change management for 7 teams establishing vision for AI product data.

Oracle

Jan 2019 – Jan 2021

Senior Applied Scientist / Product Lead

Bengaluru, India

- Pioneered **9M\$ worth** business tenets & team charter for a 16-member team in launching low-latency AI solutions
- Executed 4-quarter growth strategy roadmap of next-gen automation platform for 5 business units, accelerating 25% faster time-to-delivery, shortening release lead time from 16 to 7 weeks, reducing go-to-market GTM cycle time by 16%.
- Managed the product strategy for 4 healthcare data verticals in Cerner healthcare org, **shipping 4 major features & 15+ enhancements** across **8 agile sprints**, contributing to a **\$20M Annual Recurring Revenue (ARR)** portfolio.
- Contributed to leading product milestones & critical phases of ML life-cycle across 4 core OCI verticals (Speech, Video, Language, Document) impacting **27k customers globally**, **enhancing annual customer retention rate by 18%**.
- Implemented full end-to-end product lifecycle for 9 enterprise-level document intelligence solutions, leading 16-member team Pinnacle in scoping, development, customized service delivery triggering acquisition of **42 international clients**.

Rakuten

Aug 2018 – Jan 2019

Research Scientist

Bengaluru, India

- Demonstrated ownership & responsibility to monitor telecom infrastructure using Computer Vision models, zeroing **90%** manual field inspection costs & **enabling 2.4X revenue growth** Key Performance Indicator (KPI) for business unit.

Cisco

Jan 2018 – July 2018

Software Development Engineer

Bengaluru, India

- Developed a predictive analytics framework to forecast network equipment failures in real-time for Cisco's Webex service, **improving system uptime availability by 78%**, preventing global service outages, **saving 1.8M\$ cost annually**.
- Created intelligent & lightweight online anomaly detection framework to monitor device health with **98.4% accuracy**.

Microsoft

Jan 2017 – Dec 2017

Research Fellow

Bengaluru, India

- Built real-time Brain Computer Interface to extract & classify target stimulus from EEG signals; performed real-time systems integration with NAO humanoid & built Choregraphe framework, curing ADHD, motor activities in healthcare.

Skills

Core competencies: Strategic Planning, Financial Modeling, Market Research, Go-to-Market Strategy, Data Analysis (SQL/Tableau), Stakeholder Management, SaaS Business Models, Strategic thinking, Problem-solving, Business analytics, Market Sizing (TAM/SAM/SOM), SaaS Unit Economics, Competitive Analysis, M&A Due Diligence, AI Tech Consulting
AI/ML Product Strategy: Generative AI & LLM Productization, MLOps & Model Lifecycle Management, ML Design, Data Governance, Feature Store Roadmap, ML Infra Optimization, Modeling & Experimentation, AI Safety & Guardrails
Software Product Design: System Design Architecture, Scalability Reliability (SLAs, SLOs), Microservices, Scalability, API Lifecycle, Distributed Systems: Consensus, Load Balancing, Caching, Serverless Computing- Lambda, CI/CD Pipelines
Team Management: Mentorship, Talent Growth, Performance Evaluation, Recruitment, Resource Allocation, Coaching
Strategic Leadership: Client Handling, Planning, Organizational Change Management, Conflict Resolution, Negotiation
Product Strategy: Product Lifecycle Management, Product Roadmapping, Vision Crafting, Strategic Planning, Launch
Agile Tools: Scrum, Kanban, Sprint Planning, Backlog Grooming, Project Prioritization, Jira, Confluence, Trello, Asana
Cross-functional Collaboration: Stakeholder Management, Communication, Technical Decision-Making, Code Reviews
Business: P&L Management, Budgeting, Revenue Modeling, Pricing, Revenue Growth, Cost Optimization, ROI Analysis
Functional: OKR/KPI Development, Product Analytics, Platform Strategy, Executive Storytelling, C-Suite Presentations
Risk Management: Risk Assessment, Risk Mitigation, Security, Regulatory & Data Compliance (GDPR, CCPA, HIPAA)
Customer Experience & UX Design: Research, UI/UX Principles, Wireframing, Prototyping, Usability Testing, UX Optimization, Interaction Design, Accessibility Standard, Design Thinking, A/B Testing, Engagement Metric: NPS, CSAT
Programming Languages: Python, C++, Java, Scala, C, R, JavaScript, TypeScript, React, Ruby, Perl, Golang, Kotlin
Databases Micro-services: SQL, NoSQL MongoDB, Cassandra, HBase, DynamoDB, Redis, Docker, Kubernetes, Neo4j
Tools: Distributed Computing- Spark, Hadoop, Flink, Dask; Tableau, Power BI, Databricks Snowflake, Git, GitHub, AWS, GCP, BigQuery, Azure, Kafka, Gemini, Perplexity, LlamaIndex, Hugging Face, Agentic AI, Deepseek, Terraform, Jenkins
ML Platform: PyTorch, TensorFlow, Keras, PySpark, scikit-learn, OpenCV, NLTK, MLflow, Databricks, Airflow, AutoML
Machine Learning: ML models & algorithms, Recommender system, A/B testing, Multi-Armed bandit, Ranking models, Probabilistic Models, Classification, Regression, SVM, Naive Bayes, Clustering, Reinforcement Learning, Causal Inference
Deep Learning: CNN, LSTM, BiLSTM, GAN, Transfer Learning, Optimization, Hyper-parameter Tuning, Transformers
Python libraries: pandas, numpy, scipy, scikit-learn, HuggingFace, statsmodels, optuna, gensim, spacy, langchain, openAI
Large Language Models (LLM): GPT-5, Falcon, Claude, Llama4, Alpaca, Vicuna, Mistral, Mixtral8x7B, ChatGPT, Phi
Gen AI Tools: SFT, IFT, PEFT, LORA, QLORA, RAG, RLHF, DPO, Langchain, Vector DB, MoE, Prompt Engineering
Managerial: Root Cause Analysis (RCA), Lean Six Sigma, Kaizen, Quality Assurance, Intellectual Property, Consulting, Robotic Process Automation, Scenario Planning, Dependency Management, Retrospective Analysis, Workflow Automation
Capacity planning, vendor management, Executive Communication, Cost analysis, Decision making, Customer Segmentation
Leadership: Managing Technical Ambiguity, Operational Excellence, Technical Design Reviews, API Contract Definition, Versioning, Performance Management, Stakeholder Alignment, Career Development, Adaptability, Continuous improvement
AI: LLM Evaluation, Synthetic Data Generation, Knowledge Distillation, Model Quantization, Low-Latency Serving, ReAct
MBA: advanced Excel, financial modeling (DCF, LBO), Powerpoint, quantitative research, Profitability analysis, Strategy

Awards & Achievements

- Received **Amazon Employee of the Quarter award** 4 times across Prime Video, Music, Kindle orgs globally. **2024**
- Achieved the **2nd Prize** in ProdCon in entire India for pitching the prototype of my Think Big idea. **Nov, 2022**
- Awarded with the **First Prize** for my winning solution & implementation of tech idea- "Auto Generation of Video from Text" in **Amazon Hackathon'22** out of **300+ employees** & won **Think Big Award** for a business idea **June 2022**
- Won the **Star Performer Award, WOW Award & Budding Star Award** recognition in entire Org. **2021-2023**
- Felicitated with Swami Vivekananda Memorial Rashtriya Purashkar- **State Governor Award** for my Board results.
- Secured the **1st position out of 1 Million students** in **12th Board** exam with **99.2% [Rank- 1]** in entire WB state
- Secured the **4th position out of 1 Million students** in **10th Board** exam with **96.7% [Rank- 4]** in entire WB state
- Received KVPY scholarship & Performed within **top 1%** in National Astronomy, Physics, Chemistry, Maths Olympiads.