

Shishir Kant Bhuyan

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SUMMARY

Product leader with 9 years across both sides of the advertising ecosystem: publisher-side ad-slot strategy and ranking at 100M+ MAU (ShareChat), and advertiser-side media buying, targeting, and performance measurement (Hypergro). Built and scaled a three-sided marketplace balancing advertiser monetization against consumer and creator experience, the exact tension a retail media platform is built to solve.

EXPERIENCE

Director of Product Management - Hypergro (AI MarTech, GenAI) Nov 2024 - Present
Owens the advertiser-side of the platform: media buying to performance measurement Bengaluru

- Managed media buying and campaign execution across Meta and Google on behalf of advertiser clients, translating advertiser objectives into targeting, creative, and budget decisions.
- Built creative automation wired to live performance signals (CPI, CTR, ROAS), closing the loop between spend and measured outcome and cutting creative production time 50x.
- Grew demo entries 3x and lead-to-demo conversion 46% via AI voice agents and RAG-backed qualification.
- Lifted new-account activation from 31% to 58% by rebuilding onboarding around time-to-first-value.
- Led a 14-person product, design, and engineering org, shipping 11 releases and cutting cycle time 34%.

Head of Product - Hypergro (AI MarTech, Marketplace) Jul 2023 - Nov 2024
Built a three-sided marketplace balancing monetization against experience Bengaluru

- Built the ads platform and internal Command Center coordinating brands, creators, and internal ops, prioritizing supply-side quality and on-time delivery (62% to 95%) alongside 48% QoQ revenue growth, the same brand-versus-supply balance a marketplace has to hold.
- Built real-time budget pacing and advertiser-facing creative analytics, supporting \$180k+ of managed ad spend with minimal manual intervention.
- Automated creator onboarding via webhook-driven WhatsApp APIs, cutting support tickets 60% and time-to-first-campaign 80%.

Product Manager - ShareChat (Consumer Social, RecSys) Oct 2022 - Jun 2023
Defined ad-slot strategy for a 15M+ DAU video product Bengaluru

- Defined ad-slot strategy and inventory placement for ShareChat TV, our long-form video product scaling to 15M+ DAU, balancing monetization and inventory opportunity against content consumption and viewer experience.
- Re-architected feed ranking and discovery around interest graphs across the broader 100M+ MAU ecosystem, lifting time spent 4x (100s to 400s) and supporting an INR 100M+ ARR monetization line.
- Ran 50 A/B tests annually across ranking, discovery, and monetization as a structured experimentation portfolio, shipping 19 winning variants.
- Built RFM segmentation on BigQuery across 60M+ MAU, surfacing 3 retention drivers for the next roadmap.

Associate Product Manager - ShareChat (Consumer Social, RecSys) Dec 2020 - Oct 2022
Lifted feed CTR from 6.1% to 8.3% Bengaluru

- Lifted feed CTR from 6.1% to 8.3% by tuning exploration-exploitation trade-offs across 20+ A/B tests.
- Negotiated roadmap space for an instrumentation overhaul, raising event coverage from 54% to 91%.

Decision Scientist, Product Analytics - Mu Sigma Inc. Sep 2017 - Dec 2020
Unlocked EUR 224M revenue upside for retail client Bengaluru

- Identified EUR 224M revenue upside for a global retail client via regression-based diagnosis of spend decline across 187K customers.
- Prevented EUR 14M revenue leakage with regression models that reshaped holiday pricing and promotion strategy.

SKILLS

AdTech & Monetization: Ad-Slot Strategy & Inventory, Media Buying & Campaign Execution, Budget Pacing, Performance Measurement & ROAS, Display Advertising (Meta), Search Advertising (Google Ads)

Marketplace & Platform: Two/Three-Sided Marketplace Design, Supply-Demand Balance, o-to-1 Product Building, Roadmap Ownership, Cross-Functional Leadership

Growth & Personalization: RecSys, Feed Ranking, Interest Graphs, Personalization, Retention Loops

Data & Experimentation: SQL, BigQuery, Redash, A/B Testing & Experiment Design, RFM Segmentation, Regression Modelling, Root-Cause Analysis

AI & Product: Generative AI, LLMs, Multi-Agent Systems, RAG, AI Voice Agents

EDUCATION

Bachelor of Engineering, PES University, Bengaluru

2017