

Somesh Sharma

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SUMMARY

Product Manager with 8+ years building and scaling consumer platforms for tens of millions of users across Connected TV (CTV), mobile, and streaming. Led Pluto TV's integration with Amazon, drove 45% activation growth through experimentation, and expanded products into 18 countries. Brings engineering, design, and business teams together to ship measurable outcomes. Targeting Product Manager roles owning consumer or platform products end-to-end.

EXPERIENCE

LTIMindtree (Paramount Global) Jan 2026 – Present
Senior Program & Project Specialist (Product Management) Los Angeles, CA

- Identified AI-driven product opportunities across Paramount's consumer platform by engaging directly with product leadership, developing business cases and proof-of-concept solutions to accelerate high-priority initiatives

Paramount – Pluto TV Aug 2022 – Oct 2025
Senior Product Manager Tampa, FL

- Grew registrations by 45% and exceeded targets by 150% by redesigning the sign-up experience and removing friction from the onboarding flow across multiple consumer platforms
- Led Pluto TV's Amazon FireTV integration end-to-end, shipping 80% of core features within 8 months through direct partner management with Amazon and cross-team alignment across engineering, QA, and content
- Improved engagement by 27–28% and retention by 12% by launching behavioral data-driven personalization systems and running A/B experiments that surfaced more relevant content across Pluto TV discovery surfaces
- Launched Pluto TV on Android Automotive OS (AAOS) from concept to launch, scaling the new in-vehicle product vertical to 1.5M users and lifting daily active users (DAU) by 8%
- Expanded into 6 international markets, reaching 150K monthly active users (MAU) and 20M+ completed sessions by localizing onboarding and content discovery

Future Today Inc Apr 2018 – Aug 2022
Product Manager St. Petersburg, FL

- Cut release cycles by 30% and achieved 95% first-time approvals by building shared tools powering 150+ consumer apps across Android and CTV
- Doubled both average watch duration (1.5 to 3 hours) and ad impressions by implementing ad prefetching, deduplication, and header bidding integration with Amazon as a third-party (3P) partner
- Scaled 60+ apps across 18 countries to 600K users, driving 3x year-over-year (YoY) revenue growth to \$1M+
- Grew user base by 300% on one platform and 150% on another through audience targeting, localization, and A/B testing

Wipro Limited Dec 2016 – Apr 2018
Software Engineer Maharashtra, India

- Delivered 100+ backend modules in high-volume e-commerce systems, reducing error rates by 25% and cutting maintenance costs by 20% through modernization of legacy services

PROJECTS

Activation Lab | *React, TypeScript, Vite, Anthropic Claude API* github.com/someshsharma1410/activation-lab

- Built and shipped a live AI tool that analyzes any onboarding flow and returns a ranked friction audit of 3–5 prioritized friction points, each with a testable hypothesis, test variant, expected lift range, and risk callout
- Owned end-to-end as solo PM and builder: product scoping, prompt engineering, front-end implementation, progressive-disclosure UI, follow-up chat, PDF export, and Vercel deployment, through three major iterations (v1 to v3)

SKILLS & TOOLS

Experimentation & Analytics: A/B testing, product analytics, funnel optimization, data science collaboration, Optimizely

Product Strategy: lifecycle management, roadmap prioritization (RICE), OKRs, KPI design, growth strategy, Tableau

Platforms & APIs: Android mobile, Android TV/CTV, cross-platform distribution, iOS, REST APIs, partner integrations

Collaboration & Execution: Jira, Confluence, Miro, Scrum, Figma, stakeholder management

Personalization & User Research: behavioral personalization, content recommendation, user interviews, usability testing

EDUCATION

University of Florida – Warrington College of Business Jan 2022 – Dec 2023
Master of Business Administration Gainesville, FL

JSS Academy of Technical Education Jul 2012 – May 2016
Bachelor of Engineering in Information Technology Uttar Pradesh, India