

SWAGATAM SANYAL

Product • Strategy & Market Intelligence • Business Development • AI Automation | Semiconductors & Technology

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PROFILE

Electronics engineer (BTech, MSc) with an MBA in International Management, working where technology meets business. Experience across strategy and market intelligence in the semiconductor industry (Yole Group), product management and business development in manufacturing (SS Plastic), production engineering (Radox), product marketing (HeyCoach), and customer-facing roles in banking and energy (Lloyds, Shell Energy client). Builds AI workflows and products hands-on: created SemiconLive, a live intelligence platform on 108 semiconductor companies, alone in 22 weeks. Comfortable with data (SQL, Power BI, Excel), Agile and Scrum, and international teams in the UK, France and India. Fluent English (C2), French used daily.

EXPERIENCE

Strategy & Consulting, Technology & Market Intelligence (Intern) — Yole Group, Lyon, France *Feb 2026 – Aug 2026*

- Built data-driven analytical frameworks for custom project reports on the semiconductor and electronics industry: market sizing, trends, competitors and business opportunities; presented findings to international clients; contributed to European Commission policy papers.
- Replaced a manual Excel-based process with an automated AI workflow (n8n, Supabase, LLM APIs) and won adoption from a sceptical senior manager; mapped processes with BPMN, Visio, Lucidchart and draw.io.

Product Manager – Strategy & Business Development — SS Plastic, Kolkata (family business) *Jan 2024 – Sep 2025*

- Owned the product roadmap and go-to-market for a B2B plastic moulding manufacturer (also uses recycled plastics): business cases, pricing and positioning, aligned with production, operations, sales and shareholders.
- Closed B2B deals and negotiated pricing directly with industrial customers; KPI dashboards (Power BI, Excel) and launch playbooks improved time-to-market by 12% and cut launch costs by 10%.

Product Marketing Associate — HeyCoach, Bengaluru, India (EdTech) *Nov 2023 – Jan 2024*

- Analysed engagement and funnel data to refine segmentation, messaging and targeting, contributing to a 25% increase in brand visibility.

Electrical & Production Engineer — Radox Laboratories, Antrim, UK *Apr 2023 – Oct 2023*

Network Support & Training (client: Shell Energy, UK) — Hinduja Global Solutions, UK *Sep 2022 – Mar 2023*

Retail & Online Banking Advisor — Lloyds Banking Group, Belfast, UK *Nov 2021 – Sep 2022*

Business Development, Strategy & Expansion — SS Plastic, Remote (UK) *Oct 2020 – Oct 2021*

- Developed new B2B accounts and expansion plans for the business remotely after completing my MSc, managing customer relationships and growth opportunities.

Sales & Marketing — SS Plastic, Kolkata *Apr 2015 – Aug 2019*

- Worked on the factory floor every weekday evening and weekend: handled B2B customer enquiries, negotiated and closed orders, followed up repeat business, and helped manage day-to-day production and operations.

PROJECT

[SemiconLive](#) — live AI market intelligence platform for the semiconductor industry

- Built alone in 22 weeks (about 330 hours, €500): n8n, Supabase, OpenRouter and RAG pipelines track 108 semiconductor companies, with marketing and sales intelligence; solved duplicate-news detection; 22 users.

EDUCATION

MBA, International Management — IGR-IAE Rennes, France *2024 – 2026*

MSc, Electronics — Queen's University Belfast, UK *2019 – 2020 (awarded 2021)*

BTech, Electronics and Communication — DSCSDEC, Kolkata, India *2015 – 2019*

SKILLS & LANGUAGES

Business: Market and competitive intelligence, strategy, product management and roadmaps, go-to-market, business cases, pricing, deal negotiation, process improvement, stakeholder management

Technical & data: AI workflow automation (n8n, LLM APIs, RAG), Supabase, SQL, Power BI, Excel, Jira, Figma, BPMN/Visio; basic HTML, CSS, JavaScript; Agile and Scrum

Languages: English (C2, fluent), French (A2, used daily), Bengali, Hindi