

SOUMYA VIJAY

425-449-3346 | soumyavijay@gmail.com | [LinkedIn](#) | [Website](#) | Los Angeles, CA

SENIOR PROGRAM MANAGER

Results-driven Program Manager with 14 years of track record delivering enterprise-scale programs in technology and creative environments. My diverse experience spans BigTech and Startups. Passionate about user-centered design, lean development and engineering excellence. Skilled at aligning product, engineering, and design teams to drive clarity and business outcomes. Adept at managing large teams (30+ members), building trusted partnerships, and influencing senior leadership, including Directors and VPs. Known for emotional maturity, conflict resolution, and negotiation skills, I bring an ego-free approach to collaboration.

Career Highlights

- **Operational Optimization:** Directed cross-functional programs at scale in Microsoft's Small and Medium Business segment. Implemented automation workflows to deliver high quality MQLs to Sales teams, increasing partner engagement by 50% and generating \$33M in revenue on a \$750K budget (44X ROI).
- **Cross-Functional Leadership:** Partnered with engineering, design, and leadership teams to align cross-functional teams around a unified vision. Implemented scalable, user-centered solutions, established roadmaps and collaboration models that reduced launch times by 200% and improved cost efficiency by 50%.
- **Thriving in Ambiguity:** At FalconX, navigated a fast-paced, dynamic environment to design and implement post-trade settlement tools, addressing complex operational challenges by establishing clear priorities and leveraging data-driven insights, reduced settlement time by 30% and cut operational overhead by 80%.
- **Design Advocacy and UX Leadership:** Led the UX transformation for Microsoft Power BI, redefining workflows and interfaces to improve usability and adoption. Managed design teams, resource allocation, and prioritization, ensuring customer centricity and alignment with business objectives throughout the product lifecycle.
- **Creative Project Leadership:** Produced Inheritance to Love, managing P&L, complex creative pipelines and achieving full-house runs in select theaters, demonstrating a balance of strategic and creative leadership.

PROFESSIONAL EXPERIENCE

FALCONX

SENIOR PRODUCT MANAGER

March 2022- October 2023

- Designed and launched post-trade settlement solutions, reducing risk and settlement time by 30%.
- Led initiatives simplifying trade allocation for fund managers, cutting operational overhead by 80%.
- Partnered with design, engineering, and product teams to align on a unified vision for a streamlined UX.

AMAZON

SENIOR PRODUCT MANAGER, Digital Transformation

2020-2022

- Delivered scalable programs for Amazon Go, and Fresh, enhancing enterprise workflows and cloud adoption.
- Managed creative pipelines and prioritized delivery, aligning product and engineering teams for efficiency.
- Optimized team workflows, ensuring a focus on innovation and measurable customer outcomes.

MICROSOFT

SENIOR PROGRAM MANAGER, POWER BI User Experience

2018-2020

- Led UX transformation initiatives, managing cross-functional collaboration and resource allocation.
- Established operational frameworks to enhance design-to-development processes, fostering team health and a high performance culture.

BUSINESS PROGRAM LEAD, Small and Medium Business Programs

2016-2018

- Expanded the global Referral Program to 14 markets, increasing partner reach by 50% and generating \$33M in revenue with a \$750K budget.
- Improved operational efficiency by designing automation to manage 2K+ customer queries/day.
- Boosted partner conversion rates by 6% through data-driven analytics and strategic feedback loops.

PROGRAM MANAGER, Marketing Platform and Windows Apps **2013-2016**

- Scaled partner platforms user base by 100% and reduced MQL response time from 24 hours to 2 hours.
- Directed creative campaigns for Windows 8 developer events, driving 1,308 new apps.
- Launched “Code for 2014” campaign to promote enterprise-focused app development for government sectors.
- Enhanced data driven decision-making for marketing teams by building a sentiment analysis tool.
- Reduced customer response time by integrating Marketing and Dynamics 365 platforms.

ADDITIONAL EXPERIENCE

Independent Project - Producer, ‘Inheritance to Love’ **2023-2024**

- Supervised end-to-end production, including budget management, post production, and marketing.
- Designed marketing campaigns pre and post launch, achieving full-house runs at select theaters.

Nokia - Lead Software Engineer **2006-2012**

- Transitioned critical systems to a Home Location Register, increasing customer satisfaction by 66%.
- Engineered software solutions for 2G and 3G telecommunications products, improving revenue by 2%.
- Recognized by team as an SME in 2G and 3G telecommunications Technology.

EDUCATION

MBA -Marketing and Strategy **2012-2013**

Indian School of Business

MBA International Exchange - Corporate Entrepreneurship and Brand Management (2013)

York University Schulich School of Business

Bachelor of Engineering- Electronics and Communication **2002-2006**

Visveswaraya Technological University

SKILLS

Program Leadership | Cross-Functional Team Alignment | Strategic Roadmaps | Design Advocacy | UX Leadership | Agile Operations | Cloud Adoption | Digital Transformation | Data-Driven Decision-Making | Customer Engagement | Creative Pipeline Management | SaaS | AI/ML | FinTech