



# SOUMYA MUKHERJEE

COO | Business Head | Platform & AI-Era Leader - OTT, Media & Consumer Tech

## CONTACT

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## CORE EXPERTISE

- P&L Ownership & Business Strategy
- Monetization Architecture
- Subscription & Revenue Growth
- Strategic Partnerships & Deals
- Content & IP Strategy
- Originals & Theatrical IP Creation
- International Market Expansion
- AI / LLM Integration & Tooling
- Platform Scaling & Product
- Board & Investor Reporting

## Pioneer Moments

First regional OTT from India to scale to 12M+ global subscribers

Built one of the first regional OTT theatrical IP verticals in India

Among the first OTT leaders to deploy LLM tooling natively across business functions

Originals slate - first of its kind in Bengali - adapted across multiple Indian languages

GTM leader for one of the leading omni-commerce global brand, Decathlon

## Built From Zero

Hoichoi - 0 to 12M+ subscribers, profitable

hoichoi Studios - theatrical IP vertical  
Sooper - Hindi & English micro-drama platform

LoglineAI - AI content tooling, co-incubated

## Recognition

Featured across leading national and trade publications covering OTT, media, and entertainment

Platform IP and content slate recognized with multiple leading industry awards

## EDUCATION

### Executive Leadership Program

ISB, Hyderabad

### MBA — Marketing

Universal Business School, Mumbai  
Ranked 1st in Batch

### B.Tech — Electrical Engineering

Techno India, Kolkata  
GPA: 7.99 / 10

## INTERESTS

Travel · Sports · Content & Cinema

## EXECUTIVE SUMMARY

Platform leader with 12+ years of P&L ownership - building and scaling consumer businesses where content strategy, monetization architecture, and AI converge. As COO of hoichoi, scaled the platform from zero to 12M+ global subscribers, achieved cash-flow profitability, and built a multi-revenue business spanning originals, theatrical IPs, micro-drama, branded content, bundling and platform licensing in India and key International markets. Commissioned and curated 200+ originals and a library of 500+ acquired movie titles, a slate that became the primary subscription growth engine, with multiple IPs adapted across Indian & International languages and formats. Part of the founding team behind LoglineAI, applying frontier LLMs to creative content workflows across OTT and studio ecosystems. Prior to hoichoi was part of the core team to launch Decathlon's e-commerce in India and led the GTM efforts.

## PROFESSIONAL EXPERIENCE

### Chief Operating Officer | hoichoi | Kolkata, India | 2017 – Present

Joined as Digital Head; progressed across Product, Growth, Partnerships, Marketing, and Content before ascending to COO. Full P&L, cash flow, board reporting, and 100+ member org ownership.

- Scaled hoichoi from zero to 12M+ global subscribers - establishing India's leading language OTT platform across India, US, UK, AUS, CAN, Middle East, Malaysia, and Bangladesh.
- Owned and delivered full P&L and cash-flow profitability in Year 7 - sustaining full growth investment across content, product, and markets simultaneously; a difficult balance few OTT platforms have achieved.
- Architected the end-to-end monetization stack - direct subscription tiers, Acquisition-Retention funnels and strategies, large-scale bundling, content licensing and indirect partnership deals spanning Telecoms, DTH, ISPs, OTTs, and e-commerce platforms globally.
- Built and managed a strategic partnerships portfolio of 20+ distribution and platform partners globally, structuring deals that drove subscriber acquisition and revenue diversification.
- Led originals commissioning with an audience-first, data-informed approach - slate decisions driven by genre gap analysis, audience segmentation, and market-specific programming strategies tailored for India, Bangladesh, and international territories.
- Commissioned 200+ original series and curated a library of 500+ acquired movie titles - the originals slate became hoichoi's core subscription growth engine, with multiple IPs adapted into other Indian language formats, demonstrating commercial and cultural resonance beyond the Bengali market.
- Built and scaled the theatrical IP vertical through hoichoi Studios - producing Bengali theatrical releases that ranked among the highest-grossing Bengali films of their respective years in India and Bangladesh
- Incubated new revenue verticals - Sooper (micro-drama), Branded Content & IP Monetization, and platform licensing - expanding the revenue architecture beyond core subscription.
- Part of the founding team behind LoglineAI - applying frontier LLMs to content creation, evaluation, generation, script analysis, and metadata enrichment; extended AI tooling across creative and automation workflows, VFX, localization pipelines, growth marketing, financial and monetization modeling.

### E-Commerce GTM Lead | Decathlon Sports India | Bangalore | 2014 – 2017

Built Decathlon India's e-commerce consumer growth engine from zero - the foundation of an omni-channel, data-driven GTM mindset carried throughout career.

- Designed and executed the 0-to-1 GTM strategy for Decathlon India's e-commerce vertical, driving early acquisition and online-to-offline integration across India.
- Drove B2C acquisition and retention via performance marketing, CRM, and omni-channel experience design across store launches and online sales.

### Assistant Manager, Digital Marketing | Trade Smart Online | Mumbai | 2014

- Drove user acquisition and lead generation for an online trading platform; established foundational CRM, digital marketing, and early product development processes.

## CORE SKILLS

**Business & Strategy:** P&L Ownership, Business Strategy, Monetization Architecture, Subscription Growth, Revenue Diversification, Platform Scaling, Board & Investor Reporting

**Partnerships & GTM:** Strategic Partnerships, Distribution & Bundling Deals, Telecom & DTH Partnerships, International Expansion, Go-to-Market Strategy, Content Licensing

**Content & IP:** Originals Commissioning (200+), Theatrical IP Creation & Production, IP Curation & Monetization, Content P&L, Slate Strategy, Cross-language IP Adaptation, Localization, Branded Content

**AI & Product:** LLM Integration, LoglineAI, Creative Workflow Automation, Content Creation Tooling, Personalization, Lifecycle Marketing Automation, AI-led Financial Modelling

**People & Org:** Team Building (100+), Cross-functional Org Design, Stakeholder Management, Consumer Tech, D2C Platforms