

KAUSHIK KUMAR BAR
Post Graduate Programme in Software Enterprise Management 2013-16
Gold Medal – I Rank Holder



Describing his years at IIMB as “an outstanding experience”, Kaushik says: “IIMB’s excellent academic body and collaborative learning model presented a unique opportunity to equip myself with knowledge and resources that widened my perspectives and enhanced my capabilities in both professional and personal aspects. Post PGSEM, I see myself positioned well to pursue my aspirations. Today I look at business problems from a different angle altogether, and can tackle any business challenge with confidence.”

A software expert with over 11 years of experience in Engineering Management, Product Management and Development with several leading organizations from the hi-tech industry, Kaushik has been the recipient of various performance awards at many leading organizations (Intel, Infineon, Conexant, SanDisk, etc.). A problem-solver specializing in Analytics & Data Science, Kaushik has strong Leadership skills, and is adept at Consulting, Business and Operations Strategy, Project Management and Competitive Marketing. He has proven track record of handling cross-cultural teams, customers and vendors across EU, US and APAC.

At present, he is the Product Manager for SanDisk’s SD/USD line of products, and wears multiple hats involving Line Management, Project Management, Technical Leadership, Quality Ownership and Product Management. At IIMB, Kaushik’s areas of concentration were Marketing Analytics and Strategy. He topped the batch. He also featured in the Director’s Merit List (2014) for securing the first rank in the first year.