

Protik Roychowdhury

VP Product at Intellect | Three-time Founder | ICF-Certified Coach | Published Researcher

VP Product at Intellect, Asia's largest mental health platform — 4M+ users across APAC, ANZ, China, and Latam, \$20M ARR. 15+ years shipping products across fintech, payments, e-commerce, and marketplace platforms — now focused on AI. Previously led Growth, Engagement & Loyalty at Grab (\$3.8B+ revenue superapp) and marketplace products at Ola. Three-time founder (one exit). IIT Kharagpur alumnus. ICF-certified career coach.

Career Highlights

Intellect (2022–Present) — VP Product: Led product, design, content, localisation, and AI. Scaled team from 3 to 20+. Drove enterprise revenue to \$20M ARR via B2B2C pivot. Shipped GenAI features (triage, session prep, treatment plans). Co-authored 3 academic papers on AI in mental health. Multi-market operating model across 20+ languages.

Grab (2019–2022) — Principal PM, Growth & Engagement: Increased ARPU by 2% via personalisation and gamification. Boosted onboarding success by 15pp (to 94%). Built engagement tools unlocking \$2.5M in ad revenue. Led Driver Rentals for 30K+ vehicles, delivering \$4.5M in cost savings.

Ola (2016–2018) — Product Manager: Reduced monthly revenue leakage by INR 9.7M via fraud-tracking platform. Improved driver earnings by 12% through incentive redesign. First PM hired for the rentals business unit.

Fabelio (2018–2019) — Group Product Manager: First senior product hire. Built product org with 3 pods and OKRs. Increased showroom conversions by 18pp.

Croak.it! (2012–2015) — Co-founder & CPO: Voice-based social app — 1M recordings, 200K downloads. Acquired by Exotel.

Areas of Expertise

- AI Product Management & GenAI
- Growth, Engagement & Loyalty
- Personalisation & A/B Testing at Scale
- Mental Health Technology
- Fintech, Payments & Financial Services
- Marketplace & Supply-Demand
- E-commerce & O2O Retail
- Product-Led Growth
- Multi-Market Operations (APAC, ANZ, China, Latam)
- Conversational AI & LLMs
- Human-Centred Design
- Team Scaling (3→20+)
- Cross-Border Localisation (20+ languages)
- Executive Coaching (ICF)
- Startup Founding & Exits

Publications

- The RISE Protocol — JMIR Preprints, 2025 (sole author)
- The Provider GPA — medRxiv, 2025
- Bias in LLMs for Mental Health — PsyArXiv, 2025

Speaking Topics

- AI in mental health: personalisation, ethics, human-AI balance
- Shipping AI features in regulated industries
- Product leadership and the future of PM
- Payments, marketplace design, and PLG in APAC

Featured In

YourStory, Economic Times, Financial Express, MobiHealthNews, e27, Martechvibe, Inc42, Singapore Global Network