

# Santosh Patil

Empathetic Design Leader | Strategic Facilitator

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As a design leader driven by empathy, curiosity, & solving problems I bring a holistic business & design perspective with 19+ years across academia, sales, HR, finance, & entrepreneurship. I founded & operated a business from scratch, shaping my growth & execution focused mindset. I enjoy research, concept validation, & facilitating workshops that drive innovation. Coaching is my way of bridging data, storytelling, & decision-making.

## Recent Experience

### bp

Pune, India

Apr 2022 - May 2025

### Digital Design Lead, India

How did I make a difference?

- **Team Expansion:** Established and nurtured the India design team at bp, witnessing growth from 4 to 48 within two years across perms & vendor organizational structures.
- **Design Leadership & Evangelism:** Pioneered a custom design ops frame with the scale for bp. Ran org wide design awareness & demo sessions advocating to be product led.
- **Energy Mgmt Product:** Conceptualized and designed a B2B 0-1 Saas product, catering to CXOs, admins, and technicians, resulting in the acquisition of 3 enterprise customers.
- **Renewables:** Built an enterprise wide regulatory Saas application. I last solved for unstructured data extraction, related workflows to meet regulatory obligations.

### Fosfor by LTI

Pune, India

Mar 2021 - Apr 2022

### Head of Product Design

What problems did I solve?

- **ML Ops Transformation:** Led the redesign of the ML Ops product, reducing ML model turnaround time by 30%.
- **Design leadership:** Went from 1 to 7 designers & built a collaborative custom design process that helped translate problems into actionable tasks.
- **Collaborative User Story Definition:** Leveraged design sprints for efficient cross-functional communication and simplify the user story definition process.

### MarketsandMarkets

Pune, India

Aug 2016 - Jun 2020

### Associate Director, Product Design

How did I add value?

- **Market Expansion:** Elevated the business from less than 10 to over 150 enterprise customers through impactful design updates.
- **MI Platform Redesign:** Transformed a FTP-based platform into a dynamic MI & CI product, empowering enterprise customers to consume insights and create custom dashboards.
- **Mobile App:** Conceptualized and led the design of mobile apps for a complex intelligent web application on iOS and Android platforms.
- **Predictive Analytics:** Designed an interactive dashboard utilizing a complex systems dynamic model to predict the global adoption of autonomous vehicles.

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## Education

### Exec. Prog - CSCL

IIM Kolkata

Sep 2025

### B.E Electronics

University of Pune

Jun 2005

### Exec. Management

IGTC

Jan 2016