**SHIKHA LODHA**

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**PROFESSIONAL SUMMARY**

* Versatile product management professional working in areas of product development, product strategy, ownership etc.
* Highly skilled leader and strategist that fosters collaborative and supportive team environments
* Proven track record of execution, working in agile and waterfall development
* Visionary and advocate for innovation with exemplary storytelling skills
* Exceptional research skills, bringing business and market acumen with ability to translate into strategy and quantitative-based analysis
* Knowledgeable in programming languages for enterprise application development and web/native development (HTML, CSS, JavaScript)
* Knowledge of Data privacy standards to protect consumer identity

**SKILLS**

Product Management Excellent communicator/presenter

Go-to market strategy Compassionate Leadership

Digital Marketing Business strategy and Execution

* **Tools** - Tableau, Google Analytics, JIRA, ServiceNow, PagerDuty, Sketch, Balsamiq, XML, A/B Testing, WordPress (CMS), Rest API, API testing using Postman
* **Agile Framework** – Scrum, Safe
* **Languages** - SQL, Java, JavaScript, Python, R

**WORK HISTORY**

***Senior Product Analyst at Apple Sunnyvale, CA*** *June 2019- Present*

Develop dashboards/reports that give actionable insights from data that can materially improve decisions for better incident management for Support and Development team

Created, developed, and administered complex custom application for incident management for apple dev and support teams

Performed integration between CentralStation and PagerDuty using PagerDuty API.

Performed API testing using Postman

Lead product backlog grooming sessions and assigned stories to technical team members

Improved user-experience, created and facilitated process design changes for ServiceNow - PagerDuty product integration

* Perform gap analysis as is vs. to be

***Senior Product Analyst at Intuitive Surgical Sunnyvale, CA*** *Dec 2018 – May 2019*

Worked with product management to create and maintain solution roadmap

Documented story details after reviewing with the development team using ServiceNow

Troubleshoot, maintain and resolve difficult ServiceNow issues and enhancements with configuration and/or JavaScript updates, which includes workflow creation, notifications etc.

Assisted in developing key decision content related to process re-engineering for change management

Managed agile team and planned for strategic and development releases

Worked with UX team to create feature mockups using Balsamiq

***Product Management Intern at Klouddata Fremont, CA*** *Oct 2018 – Dec 2018*

Analyzed customer critical pain points through extensive market research and customer interviews

Provided consumer insights, recommendations on opportunity set, product strategy plans, and presented to executive staff

Formulated hypothesis and defined how the team will test them

Generated business model and KPIs to build on revenue for B2C product offering for off market listings

***Information Systems Lead at SAN FRANCISCO STATE UNIVERSITY COLLEGE OF BUSINESS San Francisco, CA*** *Jan 2017 – June 2018*

Assisted with creating post-production content for further use across media channels.

Create content for email marketing campaigns.

* Defined requirements, user stories, and created wireframes for WIB portal
* Prioritized the product roadmap for product offering. Drove new features by using Google analytics and customer feedback

***Senior Consultant at PriceWaterHouseCoopers***  *August 2014 - July 2015*

* Worked with product management to create and maintain solution roadmap

Provided mockups and worked with creative in development of UI for web-based applications

* Defined the product requirements to enhance and expand product offering; developed business cases for enhancements of product features
* Led integration of systems, processes and workflows for B2B product offering, accelerating average provisioning time by 30%

Authored PRD, use cases, user stories, acceptance criteria & business process descriptions. Partnered with support and engineering teams to provide in-depth technical product analysis to support production issues

***Senior Consultant at Everge Group LLC*** *April 2013 - April 2014*

* Worked with product management to create and maintain solution roadmap
* Authored use cases, user stories, acceptance criteria & business process description to define the new features for the healthcare B2C product offering
* Drove new features by using Google analytics and customer feedback
* Provided mockups and worked closely with the User Experience (UX) and Visual Design teams to define and build great guest experiences across all multiple platforms

Formulated hypothesis and worked with internal and external stakeholders to communicate on product plan and gather feedback

***Senior Software Engineer at Accenture*** *Dec 2009 - March 2013*

Developed and maintained KPIs by using the analytics platform to help improve the marketing efforts

Led integration of systems, processes and workflows for CRM healthcare product offering

Managed stakeholders’ communication and deliverables for analytical reports and platform integration

***Software Engineer at Hexaware Technologies*** *August 2006 - Dec 2009*

* Customized and implemented various business processes in CRM Sales application to optimize and streamline the business processes
* Identified and reconciled errors in client data to ensure accurate business requirements

Initiated automated data migration process that **reduced process time by 40%**

**EDUCATION**

***MBA in Marketing and Information Systems, June 2018***

SAN FRANCISCO STATE UNIVERSITY (GPA 3.7) San Francisco, CA

Information Systems Lead (Women in Business)

**Bachelor of Engineering (Computer Engineering), June 2006**

UNIVERSITY OF RAJASTHAN India

**CERTIFICATIONS**

**SAFe® 4.5 Product Owner/Product Manager**, Feb 2019 Fremont, CA

**Executive Certificate in Productizing Innovation,** May 2018 (SANTA CLARA UNIVERSITY) Santa Clara, CA

**Certified Scrum Master** by Scrum Alliance, Dec 2017 Santa Clara, CA

**OTHER INFORMATION**

* **Awards -** Winner of **Innovation Creativity, UX design Excellence and Technical Implementation by PG&E, Star performer of the Q4 quarter** at Everge group LLC