

## Highlights

### Certifications

- **Professional Scrum Master -1** (PSM-1)
- Fundamentals of **Digital Marketing** from Google Academy

### Skills

- Agile, Scrum
- Requirements Engineering
- Product Development
- User Experience
- Business Process Mapping
- Team Management
- Market Research and Analysis
- Organizational skills
- Digital Marketing

### Tools

- Visio, Aris Express
- Balsamiq
- Jira, Confluence
- Azure DevOps
- Microsoft Word, PowerPoint
- WordPress

## Professional Summary

- **9+** years of total industry experience as a **Product Owner, Business Analyst and Sales Manager**
- Domain Experience in **Banking, Credit Cards, Financial Services, Automotive, Airport Operations**
- Empathetic and passionate about products and end-users with strong **product mindset**
- Very strong **analytical skills** with the ability to differentiate between good and moderate **user Experience**
- Managed and worked with **cross-cultural & cross-organizational teams** based in India and Europe

## Work Experience in detail

### Product Owner, Business Analyst

*Capgemini India*

June 2013 – Present

#### Key Engagements in Capgemini

#### **Product Owner: Developing a pre-production planning application for a German Automotive giant**

- Maintain and prioritize the product backlog to drive value according to the strategy and vision
- Slice large features and functionalities into bite-sized chunks and create epics, user stories and acceptance criteria
- Continuously improve existing functionalities and features for enhanced user experience
- Define, maintain and follow the product roadmap to achieve the strategic direction for building features
- Work with key stakeholders across the team to ensure successful and continuous releases

#### **Business Analyst: Multiple projects for a credit card company in Sweden**

- Elicited requirements from stakeholders from Legal, Marketing, Customer Support teams
- Created and maintained business and functional requirements documents for change requests from the client
- Conducted UAT with the cross-functional teams to ensure the system was aligned with client expectations

#### **Business Analyst, Project Manager: Multiple projects for an airport in the UK**

- Delivered a queue measurement system for the airport operations team to enhance passenger experience
- Part of the project management team to deliver a project which involved multiple vendors and stakeholders

### Probationary Officer

*State Bank of India*

March'11 to July'11

- Experience in the personal banking section, responsible for handling home loans, personal loans and car loans
- Worked in Home Loan Marketing Team, responsible for acquiring builder tie-ups

### Sales Manager

*ICICI Bank Ltd*

Oct'08 to Oct'09

- Led Investment and Services vertical for a branch, responsible for driving sales of third-party fee products
- Managed a team of branch staff and a team of sales executives for sales in the branch
- Managed 6 retail branches as an Outbound Sales Manager, driving sales from outside the branches

## Professional Achievements

- Successfully transitioned my team from Waterfall to Agile by guiding, training and establishing best Agile practices
- Won a proposal for mapping IT and business processes that earned additional revenue of € 60K for the account
- Created a business case for the automation of IT Support processes, worked on the POC for the same & delivered a full-fledged project single-handedly by managing the dual role of a project manager and business analyst
- Established and standardized 'business analyst way of working' for an account
- Won a sales contest by exceeding targets by 114 % and ranked in top 7 Sales Managers pan India in ICICI Bank

## Education

Degree	Institute	Year
MBA (Marketing Management)	Jamnalal Bajaj Institute of Management Studies (JBIMS)	2011-2013
BE (IT)	Sardar Patel College of Engineering (SPCE)	2004-2008