**KARTHIK BHOOMIREDDY**

**TECHNICAL PRODUCT OWNER**

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SUMMARY

* Experienced Technical Product Owner/Business Systems Analyst with 10 years of hands on experience worked in Master Data Management (MDM), Data Warehousing & Business Intelligence (BI), CRM, ERP, Digital & Consumer Facing Application platforms across Automotive, Banking, Finance, and Insurance Industries
* **Data Risk Mitigation:** Solidified Data governance and mitigated data quality issues at Hyundai AutoEver America (HAEA) by conducting data profiling and initiating new KPIs to monitor MDM health. Created product roadmaps with sales and marketing.
* **Data-Driven Product Sales:** Grew sales efficiency by 15% and Customer retention by 10% at Hyundai AutoEver America (HAEA) by implementing effective Lead Management platform, CRM / CPQ Solutions for Marketing Campaigns and monitoring the data quality of customer centric applications.

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| Data-Driven Business Insights  Product Roadmap Development  Business Process Analysis | Data Warehousing & BI  Data Modeling & Transformation  Data Profiling & Data Validation | Master Data Management  Regulatory & Procedural Compliance  Cross-Functional Team Collaboration |

**CERTIFICATIONS**

* Certified Scrum Product Owner (CSPO) – Scrum Alliance
* Certified Scrum Master (CSM) – Scrum Alliance

WORK EXPERIENCE

**Technical Product Owner** **JUL 2016 - CURRENT**

Hyundai AutoEver America Irvine, CA

**Responsibilities:**

* Collaborated effectively with Sales, Marketing, Business, Product teams to gather requirements and converted in to User Stories. Responsible for building Use Cases and Outline Acceptance Criteria around the Product and communicate effectively with IT teams
* Responsible for creating Product Vision, Product roadmap, Product Backlog grooming – Managing, ranking, and prioritizing Product Backlog Items (PBI) to reflect Product Vision and deliver Minimum Viable Product (MVP)
* Build and maintain Objectives and Key Results (OKRs) ensuring deadlines are met and issues resolved to meet target dates for the product; and communicate status of development, production deployments to Senior Executive Management, Product Team on a weekly basis.
* Executed various Projects using Agile/Scrum Methodology related to CRM, SAP ERP, Digital experience, and Consumer facing applications as a Product Owner/Sr. Business Systems Analyst delivering scalable solutions for the client KIA Motors America and Hyundai Motors America across various Business Verticals like Lead Management, CCPA Privacy Compliance, Customer Communication Preference Center, Customer Data Master – Customer 360, Vehicle 360 served 20 MM Customers. These projects brought value to Business in terms of Higher Customer Retention, Improved Sales efficiency by 25%, and envisioning new marketing Campaigns through Adobe CRM applications

**Accomplishments**

* Helped Business to achieve Sales efficiency growth by 20 % by Implementing solution for Lead Management Platform that converted larger volume of Leads/Handraisers to Sales
* Planned and estimated 2-week sprints in a realistic yet time-efficient manner that allowed the teams to deliver 97% of the MVP according to the company Product roadmap.
* Effectively negotiated sprint goals with the team, which resulted in slashing delivery time by 15% in a single quarter

**Sr. Business Systems Analyst/ Product Owner OCT 2015 - JUN 2016**

Bank of the WestSan Ramon, CA

**Responsibilities:**

* Played a key role as a Business Systems Analyst/Product Owner for Intermediate Holding Company Program (IHC) risk reporting project for financial and non-financial risk - credit, counterparty, operational, compliance, model etc.
* Responsible for maintain, prioritize Product Backlog co-ordination between multiple business teams, IT teams and well as external groups receiving data from Bank of the West (Moody's, MRX, etc.)
* Performed Extensive Data Analysis & Data Profiling to understand legacy systems and Collaborated with Business and IT functional teams, Implemented BI reports & Data Visualizations
* Created User Stories, Sizing & estimating and helped translate the business data needs into system requirements for IT solution through the Enterprise Data Warehouse

**Accomplishments:**

* Helped Business to adhere to Regulatory Compliance requirements that avoided risks and protected Business resources, employees, and Customers by delivering IT solution for multiple Risk work streams

**Product Owner/Business Systems Analyst MAY 2015 - SEP 2015**

8K Miles Software Services Inc. San Ramon, CA

**Responsibilities:**

* Responsible for writing User Stories, Analyze Business process and identify process improvements, collaborated with Technical teams to translate Business needs into functional specifications

**Accomplishments:**

* Helped Business to streamline multiple cloud-based business systems for large enterprises and Government agencies using patented multi-domain identity services platform (MISP)

**Product Owner/Data Analyst** **JUL 2014 - APR 2015**

Hyundai AutoEver America (HAEA) Fountain Valley, CA

**Project:** Build BI Reports to evaluate Dealer financial statements across USA with respect to Sales, Service, and Parts division.

**Responsibilities:**

* Responsible for Requirements Gathering, Data Analysis, Data Profiling, Data Modeling, Designing Adhoc queries using SQL for complex reporting, Carried QA Activities and facilitated User Acceptance Testing (UAT) with Business.
* Conducted Root Cause Analysis (RCA) to assess risks and defect resolution for Production issues

**Accomplishments:**

* Provided key Data Insights to Business stake holders and Management by performing extensive Data analysis using SQL/PL SQL resulted in Optimization of resources by 20 % in Dealer Financial Services

**Product Owner/Business Systems Analyst**  **SEP 2013 - MAY 2014**

Cetera Financial Group El Segundo, CA

**Responsibilities:**

* Responsible for Successful Completion of Data Migration/Integration Project, Interacted with Business to develop Use Cases, workflows, performed Data Gap Analysis, Data Profiling, Created Test Plans, Test Cases Conducted UAT with Business, Met Life and IT Cross Functional Teams

**Accomplishments:**

* Helped Business to improve latency by 15 % by implementing Data Integration platform to consume data from Met Life child Companies to Cetera; Financial Brokerage Institution

**Business Analyst/Data Analyst** **JUL 2012 - AUG 2013**

ADESA Carmel, IN

**Responsibilities:**

* Responsible for writing complex SQL queries and Stored Procedures, providing data mapping documents or ETL specs to ETL developers, Technical specs for BI Report developers, Data Profiling, Dimensional modeling for Sales Data Mart, System Integration Testing (SIT) and UAT Facilitation with Business
* Led team as a Scrum Master and Involved in Sprint Planning sessions for the Project Implementation

**Accomplishments:**

* Improved Sales Efficiency by 15% by delivering MDM solution and BI Reports to generate effective marketing campaigns

**BI Business Analyst** **JUL 2011 - JUN 2012**

Farmers Insurance Olathe, KS

**Responsibilities:**

* Responsible for conducting JAD sessions & Interviews, and Workshops with Key Marketing Chiefs & VP’s in understanding Business processes to draft a Software Requirements Document (SRD)
* Created Requirements Traceability Matrix (RTM), Designed Prototypes for BI Reports, wireframes, Mock ups and collaborated effectively with Business and cross functional IT teams to delivery BI Reports for Claims Submission Process

**Accomplishments:**

* Reduced Cost Optimization in Claims Line of Business (LOB) to 10 % by delivering BI Reports to evaluate performance in Claims Submission Business Process

**Business Analyst** **JUN 2008 – JUL 2009**

Inprofy Bangalore, India

**Responsibilities:**

* Responsible for Drafting BRD, carried Data Gap Analysis, Designed Proto types for UI/UX design

SKILLS

* Business Analytics/ Project Management/ Project Planning/ Risk Mitigation/ Change Management/ Vendor Management/Data Analysis/ Written & Verbal Skills/ Collaborative Skills/Data Modeling/ User Experience/ User Interface Design/ User Stories/ Product Backlog / Product Development
* SDLC Methodologies - Agile Scrum, Waterfall, RUP, RAD
* Business Modeling Tools - MS Visio, Rational Rose, MS Office Suite, MS Excel,

Word, PowerPoint, Access, UML

* Data Modeling Tools - Erwin, and Oracle SQL Developer Data Modelers
* Project Management/Collaboration - MS Project, Jira, Confluence, SharePoint
* Database - MS SQL Server, Oracle 10g/11g, Amazon Redshift
* Data Visualization/Business Intelligence - Tableau, Power BI, Cognos, SSRS, MicroStrategy, Looker
* ETL Tools - Informatica Power Center 8.6.1/9.01/10.1.0, SSIS
* Programming/Scripting Languages - Python, C, Java, SQL, PL/SQL, HTML, CSS, JavaScript
* Application Programming Interface (API) - RESTFUL, SOAP
* Cloud Computing Platform - Amazon Web Services (AWS), SaaS, PaaS

EDUCATION

Master of Science in Computer Science 2011

California State University Fullerton GPA: 3.6

Bachelor of Technology in Computer Science 2008

Sree Vidyanikethan Engineering College GPA: 3.47