

# ANKIT BHARDWAJ

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## PRODUCT OWNER

**Proven success in driving product strategy, vision, and roadmaps for innovative offerings that optimize user experience.**

- ✓ **Accomplished product owner** with passion for creating software products that impact performance, productivity, and customer experience. Pending Professional Scrum Product Owner I certification.
- ✓ **Product champion and innovator** known for intellectual curiosity, commitment to continuous improvement, and ability to shepherd products through entire cycle of plan, build, test, release, measure, and iterate.
- ✓ **Agile professional** with track record of delivering business value iteratively and effectively briefing C-suite and senior leadership teams on how value is delivered in each iteration.
- ✓ **Strong collaborator** skilled in partnering with software, engineering, design, support, sales, executive, and customer teams to define product requirements, coordinate resources, and execute on product roadmaps.
- ✓ **Articulate public speaker, mentor, and leader** commended for delivering clear and concise sprint reviews, engaging product presentations, and well-defined performance expectations.

## CORE COMPETENCIES

Agile / SCRUM Framework | Software Development Lifecycle (SDLC) Management | Business Analysis | User Stories Requirements Gathering | Acceptance Criteria | User Experience (UX) | User-Centered Design | User Interface (UI) Design Backlog Prioritization & Refinement | Sprint Planning, Reviews & Retrospective | Design Thinking | Use Case Analysis Product Strategy, Vision & Road Mapping | Product Management | Product Development & Delivery | QA Testing Iterative Development | Release Planning | New Product Launch & Rollout | Customer Advocacy | Expectation Management

## PROFESSIONAL EXPERIENCE

EZLynx | Lewisville, TX

November 2017 – Present

**Product Manager (June 2020 – Present)**

**Product Owner | Business Analyst II (September 2019 – June 2020)**

**Product Owner | Business Analyst (August 2018 – September 2019)**

Promoted after only ten months to manage product delivery aligned with product vision, business strategy, and customer voice. Products under ownership include: Policy Accounting System; Automation Center; Self-Service Signup Portal; Internal Billing System/Zuora; Sales Center / Retention Center; Payment Processor; Virtual Agent; and Account Overview.

Manage products from receipt of initial product scope through discovery, workflow creation, ideation, requirements gathering, prototype building, user experience testing, acceptance criteria development, release planning, and quality assurance (QA). Prioritize / refine backlogs for two teams. Perform SCRUM ceremonies: daily standup, sprint planning, review, and retrospective.

Liaise with all stakeholders from C-suite executives to end users. Ensure product delivery aligns with product roadmaps through collaborations with cross-functional teams of UX designers, engineers, testers, product managers, product owners, subject matter experts, support staff, and external teams.

Serve as point of escalation for product support with primary focus on accounting product support due to existing domain expertise. Interface between business leaders, engineers, and high-profile customers to translate business requirements and criteria. Mentor junior Product Owners / Business Analysts. Guide and direct two separate product engineering teams.

- ✓ **Stabilized Accounting product** by discovering and remediating weaknesses, including data issues and incorrect account identification for newly rolled out feature that allowed deferred income recording for accrual accounting.
  - Eliminated data issues and nearly eliminated support escalations in first five months.
- ✓ **Transformed Automation Center workflow automation product** from lack of usability to high-value product by redesigning system for better functionality, user experience (UX), and user interface (UI).

- ❑ Newly designed product streamlines workflow creation and supports conditional workflows, enabling users to focus on more high-level, customer-facing work.
- ✓ **Spearheaded product migration** from proprietary billing system to third-party provider, Zuora. Gathered complex requirements for commissions processing to inform commissions system development and integration.
- ✓ **Designed and managed development of company's first Self-Service Signup Portal.** Integrated application with third-party payment gateway and Salesforce.
  - ❑ Portal resulted in 30+ new customers and 90+ new leads in first month of roll-out.
  - ❑ 30% higher trial-to-customer conversion rate than deprecated trial form.
  - ❑ Expanded portal to all products for comprehensive and complete online account management.
- ✓ **Appointed to lead development and engineering of company's first Virtual Agent.** Product uses Natural Language Processing to recognize intents from customer text messages and act accordingly.
  - ❑ Product expansion is planned for other communication channels to ultimately create fully functioning chat bot.
- ✓ **Strengthened iterative product development process company-wide** by implementing Agile / SCRUM framework.
- ✓ **Presented at EZLynx Sesquiennial User Conference** in October 2019. Delivered keynote address for new Automation Center features, in addition, to covering Automation Center and Accounting products in two breakout sessions with hundreds of users, such as C-level executives and agency owners.

#### Staff Accountant (November 2017 – August 2018)

Hired to conduct month-end close and ad-hoc reporting for executive team. Promoted after demonstrating initiative and interest in company products.

- ✓ **Led migration** from manual close process to SaaS tool, FloQast.
- ✓ **Reconciled all accounts** for first time in company history.

**Novitex Enterprise Solutions** | Richardson, TX

**June 2017 – November 2017**

#### Field Associate

Provided technology-based document outsourcing solutions to Liberty Mutual offices nationwide.

- ✓ **Enhanced deliverables** by obtaining and leveraging actionable information, such as risk meter reports, pre-renewal research for agents, and exposure management to optimize data entry forms and report generation.

#### EARLY CAREER IN AUDIT & ACCOUNTING

**Audit Senior** | PKF O'Connor Davies, LLP

**June 2015 – May 2016**

**Staff Accountant** | Asbury Communities, Inc.

**December 2012 – June 2015**

**Accountant** | McKinley Group, LLC

**January 2011 – December 2012**

#### EDUCATION

THE OHIO STATE UNIVERSITY – FISHER COLLEGE OF BUSINESS

**Bachelor of Science in Business Administration**

Major in Finance and Accounting

#### CERTIFICATIONS

Professional Scrum Product Owner I, Expected 2020

Certified Public Accountant (CPA), Inactive

#### TECHNICAL INVENTORY

Development Tools: JIRA | Confluence | Asana | Slack | MS Teams

Software Programs: UXPin | FullStory | Lucidchart | draw.io | MS Dynamics GP | QuickBooks | FloQast | Engagement | MS Office 365 | MS Luis | CyberSource | Square | Zuora | Salesforce | Smartsheet | Freshdesk