

Divya Sharma

+1 (224) 716-3783 | divyasharma2020@u.northwestern.edu | Evanston IL, USA [LinkedIn](#)

SUMMARY: Analytical by training and innovative by nature, critical thinking and problem solving comes organically to me. I am an entrepreneurial & data driven Product Manager holding Certified Scrum Product Owner (CSPO) certification.

EDUCATION	
Northwestern University Master's in engineering management (STEM, equivalent to MBA) GPA: 3.76/4.0 Concentration: Product Management, Design & Innovation	Evanston, IL, USA Sep 2019-Dec 2020
Guru Gobind Singh Indraprastha University Bachelor of Technology in Electronics & Communications GPA: 3.68/4.0	Delhi, India Aug 2009-May 2013

PROFESSIONAL | INDUSTRY EXPERIENCE

LifeWeb INC. **Chicago, USA**
Product Manager **June 2020-Sep 2020**

- **Strategy:** Spearheaded **35% increase** in user engagement/conversion on LifeWeb site by optimizing the onboarding funnel
- **Competitor Analytics:** Redefined Go to Market strategy for new NLP feature by collaborator and competitive analysis

ARICENT TECHNOLOGIES UK **Basingstoke, England**
Product Manager **Apr 2018-Jun 2019**

- **Ownership:** Generated **\$700K** in revenue by developing **3 LTE/5G surveillance software products** in Agile development
- Led multi-disciplinary teams collaborated with cross-functional teams globally including sales and legal, team of **size 20**
- **Road Mapping:** Increased accuracy by **95%** for product roadmap by analyzing stakeholder and customer needs & feedback
- **Planning & Execution:** Reduced meetings overhead by **25% per month** by communicating and aligning internal teams & customer on product strategy and prioritizing and grooming product backlog of the technical project
- **Product launch & Leadership:** Reduced technical debt by **28%** and delivered all the products 2 weeks ahead of timelines by planning product release cycles and weekly scrum meetings, generated **100% Customer Satisfaction (CSAT) score**

ARICENT TECHNOLOGIES **Gurgaon, India**
Product Owner **Dec 2016-Jul 2019**

- **Product Planning:** Led product development life cycle of **4 telecom (LTE)** products for **8 clients**, adding **\$600K** revenue
- Created key **OKRs, KPIs and dashboards for metrics** to monitor the effectiveness of new product releases
- **Kanban:** Increased **Customer Support Response** rate by **60%** by implementing Kanban system for CSR management
- **Negotiation:** Added **\$500K** to revenue by influencing Senior Management to license the RRC feature of LTE

Software Engineer **Feb 2014-Nov 2016**

- Generated **\$400K** revenue by LTE call and Video call software & Wireless Network Monitoring tool API for **3 LTE clients**
- **Collaboration:** Led discussions between PMs and Engineers to translate IT Solution requirements to **user stories** for B2B
- Saved **85K man-hours/year** by building Company-wide Software Testing Automation framework, 20 real time log analysis

ENTREPRENEURIAL EXPERIENCE

ZipWaste, Waste Management Services **Gurgaon, India**
Co-Founder & Product Head **Jan 2018-Jul 2019**

- **Vision:** Ideated and developed **ZipWaste**, a computer vision model for waste management services that provided solutions to communities by analyzing their waste output, followed lean startup methodologies with focus on Agile methodologies
- **Partnership:** Generated impact for **10K clients** in **40+ rural areas** near Delhi by securing contract with Indian government
- **Ownership:** Primary user research, Hypothesis A/B testing, Customer LTV and ROI, Analysis of Business Performance, Customer Journey Analysis, Heat Maps for Product Features and Product Marketing, created wireframes, user storyboards
- **Impact:** Reduced **70% of total waste** sent from those 40+ villages to landfill in the area.

Product Management Course **Evanston, IL**
Product Manager **Sep 2019-Dec 2019**

- **Ideation:** Led a product team to design a creative Artificial Intelligence/ Machine Learning (AI/ML) based software MVP that preserves and grows senior's long-term memory database by generating sounds and images
- **Ownership:** Established key features, conducted **50+ user interviews** for research, conducted competitor analysis, created wireframes, storyboards and prototypes, and developed MRD to determine go recommendation followed by the PRD

SKILLS

Business Product Management, Data Analytics, User Research, Stakeholder Management, Project Management, Coaching
Tools JIRA, GIT, Microsoft 365 office, Adobe XD, Figma, Google Analytics, Mixpanel, Python, C, Linux, SQL, Excel
Design User Experience UX Design, User Interface UI Design, Design Thinking

Coursework Product Management, Data Science, Strategic Management, LTE/5G (PHY, MAC, RRC, MME) networks