

# DEEPAK RAO

## DIGITAL PRODUCT OWNER

San Mateo, CA | (408) 910-7149 | deepakraous@gmail.com |

*~Strong product leadership, commandeering Agile teams in developing innovative, multiplatform, software products for millions of users, end-to-end ownership of full product lifecycle by defining and driving product strategy~*

Multi-talented and versatile senior product manager offering 10+ years of experience leading cross-functional teams to plan, build, launch, and manage world-class SaaS innovations. Blends technology skills with extensive Agile / Scrum experience, a marketing orientation, and analytical abilities to evolve product strategy. Prioritize and manage multiple projects within specifications and budget restrictions. Dedicated to continuous process enhancements in the face of rapidly evolving and changing markets.. Core experiences in Fintech and Payments Extremely results-oriented and proactive in addressing and resolving problems

### CORE COMPETENCIES

- Product / Project Management
- Strategic Business Planning
- Credit Card Payments
- Process Improvements
- Customer Journey/Experiences
- Enterprise Information Technology
- Quantitative / Quality Assurance
- Data Competitive / Analysis
- User Experience & Market Needs
- Long-Term Revenue Forecasting
- Strategic Product Road Maps
- Software Infrastructure
- Complex Problem Solving
- Crypto Currencies Operations
- SDLC Process – Agile, SCRUM

### PROFESSIONAL EXPERIENCE

#### Product Owner/Technical mgr, Software Infrastructure, First Republic Bank, Inc

2018-Sep'20

- Responsible for delivering custom dashboards using Service NOW tools for the Digital and Risk teams for managing incidents, escalations, and the state of the Software infrastructure.
- Designed and authored code to automate the deployment of firewall rules for a set of existing Junos network devices using Rundeck and Python 3.0 scripts.
- Led automation project which resulted in replacing manual deployment by hand by offshore resources to a script-based approach reducing deployment window to 40% and reducing errors.
- Designed and authored code to manage VMWare desktop windows images(add, remove, backup) using Rundeck and Powershell scripts on a predetermined day/time. The effort was part of a bank-wide effort to automate repeatable workflows.
- Led automation projects which resulted in speedier management of the VMWare desktop images and also reducing the need to manage the images manually from VMWare UI.
- Designed and managed automation of deployment of SQL Server deployment scripts using Microsoft Desired State Configuration(MS-DSC).
- MS-DSC initiative at First Republic Bank aims to move from imperative to declarative models to manage software infrastructure for Microsoft based desktop and servers.
- Developed and participated in a 5-week tech learning meetup 1 hr every week with the help of 2 volunteers. The meetup was attended by 25 FRB employees from the infrastructure team.
- Managed a team of senior and junior platform engineers and offshore resources.

#### Product owner, Lukka.tech

2016 – 2018

- Led execution of all client engagements ensuring client service delivery requirements are met for all POC's, pilots, and production systems solutions.
- Directed a cross-functional team of 6 product managers, risk analysts, and engineers to meet individual and organizational objectives.
- Delivered proof of concepts for global banks, stock exchanges, and Big 4 firms resulting in new clients for Libra through software demo and code delivery.
- Generated a new product feature to expand the product suite for Libra and niche consulting firm, Keyrus.
- Collaborated with Industry Consortium Hyperledger, EEA, MS Baa, and various industry groups to promote Libra as a compliance reporting tool and standardize reporting.
- Maintained a competitive edge by rapidly determining product and market penetration rates and thoroughly communicating through detailed business plans and business cases.
- Negotiated and managed contracts as well as client and partner communications to ensure firm-wide consistency.

- Oversaw day-to-day product operations and support of feature definition, roadmap and inventory commitments, customer support, training, presentations, documentation, and issue resolution.
- Maintained and documented a high quality of RESTful APIs to provide support for customer issues.
- Created the business case to convert the pricing structure from subscription to transaction-based model resulting in flexible spending, pay as you go model, and decrease in fixed pricing.
- Influenced new vendor agreements and built ecosystem relationships by demonstrating the value of alliance and partnership.
- Represented company products at events, conferences, and executive briefings; participated as a guest speaker at Blockchain Technology conferences, industry events, and conferences.

**LEAD PRODUCT MANAGER Payments, GLOBAL DISPUTE MANAGEMENT SYSTEM, Visa, Inc**

**2008 – 2016**

- Launched 3 new business-to-business system interfaces and associated user interfaces for a major Global Dispute Management application resulting in over \$1B in customer benefits.
- Provided data insights and analytics for 75 Visa chargeback and fraud transactions to reduce the dispute lifecycle by 15%.
- Provided technical expertise to resolve production issues, reducing discrepancies by 30%.
- Supported Visa Dispute staff in issue rulings and fraud information filing; provided business-critical submissions and receipt of financial transactions.
- Participated in deep dives with customers to optimize and prioritize product feature rollouts through communication, surveys, and collaboration efforts.
- Managed a team of 9 in collecting requirements from a global audience, spread across multiple geographies, for a multi-year project valued at \$24M in the total budget.

**LEAD PRODUCT MANAGER, continued**

- Documented and elaborated use cases, design documentation, and completed development to support new Fraud functionality and enhance existing information exchange and financial modules.
- Led in use case elaboration by analyzing requirements and interacting with development and quality assurance departments to discover scope creeps.
- Established processes to optimize software deployment to reduce the deployment time of user acceptance sign off by approximately 20%.

**SENIOR BUSINESS ANALYST, RISK AND DISPUTE APPLICATIONS, Visa, Inc**

**2008 – 2010**

- Documented project scope defining stakeholders, the scope of the project, timeline, benefits, business problem, constraints, and context diagramming for all projects assigned.
- Pioneered use cases for risk and dispute applications, implementing a new line of card products.
- Developed ROI models, performed risk assessments, and conducted due diligence on the feasibility of multi-million-dollar projects valued at \$6-9M.

**BUSINESS ANALYST, RISK AND DISPUTE APPLICATIONS, Visa, Inc**

**2006 – 2007**

- Created the product delivery strategy for dispute applications with offshore vendors located in Singapore and India.
- Performed quality assurance, system integration, and user acceptance testing facilitating on-time, on-budget, and acclaimed “go-live” of enterprise implementations for up to 300 global banks.
- Participated in user acceptance testing to provide critical feedback on products for enhancement and/or improvements.

**SENIOR SOFTWARE ENGINEER, IMAGE MANAGEMENT, Visa, Inc**

**2004 – 2006**

- Spearheaded a highly visible project for the purposes of viewing and managing merchant receipts to assist in settling arbitrations between issuers and acquirers.
- Developed new features including additional image storing and retrieval mechanism for ongoing business functions; maintained existing codebase.
- Resolved critical project malfunctions through proactively analyzing and observing production logs.

**SOFTWARE ENGINEER, BACK OFFICE SYSTEM, Visa, Inc**

**2000 – 2004**

- Designed, developed, and implemented the first web-based Back Office System, migrating from a legacy model resulting in the successful transition of Mainframe to a web interface increasing user base.
- Retrieved Visa transactions from mainframe to the web with high availability by writing crucial components.

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## EARLY CAREER HISTORY

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**PROJECT LEAD**, Polaris Software Labs India, Ltd

**1998 – 1999**

**DEVELOPER ANALYST**, Singapore ONE

**1998 – 1998**

## EDUCATION | CERTIFICATIONS

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**MASTER OF BUSINESS ADMINISTRATION (MBA)** | University of Phoenix

**BACHELOR OF BUSINESS** | University of Madras

**DIPLOMA IN COMPUTER APPLICATIONS** | National Institute of Information Technology

**PRAGMATIC PRODUCT MANAGEMENT CERTIFIED** | Pragmatic Marketing

## TECHNICAL PROFICIENCIES

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**Programming Languages:** C++, Java, JSP, EJB, J2EE, Elixir Cloud Infrastructure: AWS, Microsoft Azure, Cloudera.

**Database:** Oracle, DB2, Postgres,MySQL

**Patents:** Patent filed for Contextual Payments in Australia (AU2016200943)

**Articles Published:** Ethereum under the Hood Parts [1 through 7] In Medium

**Payments:** ISO-8583

**Github:** @deepakraous