

SHRAVYA REDDY

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15 Years Strategic Product Management / Product Manager/ Product Owner/ Scrum Master/Business Analyst/Innovation Analyst + Client Servicing Professional with MBA Marketing (Tier-1 B School) & B.Tech E.E.E, CSPO & CSM Certified. Passionate, knowledge-hungry learner, and quick to identify new opportunities. Effective team builder, mentor & motivator.

Seeking a challenging role as Product Manager/ Product Owner/ Scrum Master/Business Analyst in an organisation that inspires **entrepreneurship, learning and innovative thinking**

Delivering unexpected value takes discipline, strategic vision and a creative mind - I take pride in leveraging every day for the companies I work with. I am a data-driven, strategic thinker focused on balanced results for my clients for Enterprise Digital Transformation with 11 years Product expertise in SaaS platforms

Work Summary

- Mobile, Web, and IT Applications Product Owner/ Manager & Client Servicing for USA, UAE, Australia, Africa, Singapore, and India in Product and Project Management
- SaaS and on-premise Mobile, Web & IT Applications in B2C and B2B Applications in Data Analytics, IOT, Machine Learning, E-Commerce, Banking, Healthcare, HVAC, Mobile Device Management, Education Technology, IVRS, M-Commerce, and Cloud based applications from Innovation and Product Lifecycle Management standpoint
- Product Portfolio and Release – Conceptualizing and executing the vision, roadmap and requirements for the product portfolio. Working with the Engineering and QA team to deliver high value, high quality releases on time.
- Sales Enablement – Sales Training, demo tool kits, Sales pipeline support
- Customer Management - Manage customer expectations throughout the design and implementation life cycle. Validate product ideas and direction with Customers and Analysts. Get early adopters for newer releases.
- Skilled at verbal and written business communication, with strong business acumen to execute regional level product strategies to establish market presence, and expand business

Key Skills

- Product innovation, working with startups for disruptive innovation, end to end Product Lifecycle Management Roadmap, Product Messaging, Product Backlog Analysis, Release planning, Estimations, SRS (System Requirement Documents), FRS(Functional Requirement Documents), BRD (Business Requirement Documents), JIRA, Basecamp, Confluence tools
- Business analysis, project management, customer insights analysis, marketplace product trends, MVP (Minimum Viable Product) Analysis, and software product gap analysis.
- Helping software development teams apply scrum ceremonies, sprint planning, daily scrum, sprint review, sprint retrospective, planning deliverables, helping teams monitor performance, resolving issues that hinder the teams' work, manage each project's scope and timeline
- Strategic business and technical analysis for product strategy in line with engineering, marketing, sales, and other department teams
- Client relationship management, demos, coordination with presales and aftersales teams, partner management
- Product and services positioning, benchmarking, research, pricing, customer research, and partner alliance management
- Communicative, social, believes in continuous improvement, attitude for transparency, mentoring, and empowerment

Professional Experience

Sr.Product Manager - Innovations: Genesys is a Services company catering to various Enterprise Product clients. Currently with Carrier (May 2018 - Present) <https://www.corporate.carrier.com/> : As of 2020, it was an \$18.6 billion company with over 53,000 employees across 160 countries. Other clients are Mobillion Labs, GHGSat, Appster Technologies etc.

- Achieved Stallion and Titan Awards for end to end innovation and product management initiatives for several client engagements and for active work with Patent and Consumer Behavior analysis Teams for various use case requirements

- Responsible for client relationship management, startup partnerships for disruptive ideas, proposal management, market research, and product enhancement in line with company goals and customer requirements for mobile, web, and media in line with Agile
- Agile Product Management with Scrum by working on user stories, product backlogs, MVP for iOS, Android, and Web in line with software development team, UX/UI, testing/QA for product vision - SaaS Predictive Analytics platforms
- Collaborate with the partner and vendors to negotiate the solution and clear task ownership.
- Understanding Problem statements and creating logical solution mockups by discussing with multiple stakeholders.
- Handling activities like Owning Product Road map, Scoping, Stakeholder interfacing, Writing User stories and Test Cases, Agile Methodology, Shaping Product Vision, Product Backlog grooming, Sprint meetings etc.
- Integrating Machine Learning algorithms in the Automation Applications and Handling Machine Learning Engineers.
- Utilise tools such as Jira, Invision, Miro for product management
- Handling Coordination between multiple stakeholders like – UX/UI, Developers/ML / Quality/ Delivery teams, other SMEs.
- Pre Sales: Worked with the Pre-Sales team to analyze and respond to RFPs, to position our solution against competition in the demos & customer POCs. Identify the early adopter for new features and cross-sell new features along with upgrade

Pervacio Inc, Hyderabad for US market

Product Manager/Scrum Master(Agile), Dec, 2015 - May, 2016

Mobile Device Management Products

- End to end Product leader for Mobile Device Management based products
- Handled various activities of the project like information gathering, analyzing the information gathered, client interfacing
- Product Positioning: Worked closely with our marketing team to showcase the strength and customer uptake of our product to the analyst community. This has resulted in a significant increase in our ratings by the leading Analyst firms.
- Expanding Target Customers: Our S&OP solution implementation has traditionally taken quite a long implementation cycle and cost to the customer - a visible factor in Sales loss. Spearheaded an effort to create a packaged solution approach wherein we created the pre-configured solution blueprints to roll-out a business solution in quicker and repeatable manner.
- Organize product workshop with all stakeholders to come up with Product Vision, Product Roadmap.
- Worked as a Platform Product manager and handled APIs
- Writing User Stories and the User acceptance testing for each user story and managing Epics, User stories, Wiki, reporting & managing defects using Jira
- Facilitate Scrum ceremonies (Grooming, Look Ahead, Sprint planning, Daily stand-ups, Reviews, Demos & Retrospectives)

Genesys Informatics , Hyd location, Oct, 2012 - Dec , 2015

Product Manager SCRUM - Business Development

- Identified, conceptualized, and prototyped several customer engagement features for end to end client servicing and product management
- Instrumental in bringing the team to adjust to the challenges of working in a transparent, agile culture for Enterprise applications.
- Ensuring the Scrum artifacts are updated regularly for a better visibility and transparency on the Product Burn up.
- Identify and highlight the impediments and work with relevant stakeholders to solve it as early possible so that the team can concentrate and deliver the sprint goal.
- Tracking team's Velocity, Sprint Burn down, and Product Burn up to communicate the Product' health to all stakeholders.

Redington Gulf Ltd., Dubai, UAE, May '11 - Sep '12

Product Owner for Middle - East & Africa, Reporting to Business Head, MENA - Agile

- Formulated and executed enterprise product roadmap by working closely with internal R&D, development, engineering, marketing and sales teams for enterprise based mobile and web application that helps SMEs to purchase from various IT & data-centre products
- Agile Product Management with Scrum through user stories, product backlogs, MVP analysis, and daily Scrum meeting management for iOS, Android, and Web in line with software development team, UX/UI, testing/QA for product vision

- Was recognised for increasing product presence worth 63% growth i.e. 1.2 mill USD growth by effective product lifecycle management for entire MENA market from zero
- Was recognised for driving client and end user awareness through product trainings in shortest turnaround time
- Successfully grew enterprise client business from 10 (existing) to 1200+ within one year, by strategic client analysis and product positioning
- Monitored, identified and analysed competition, new entrants, customer performance and client insights

Reliance Communications, India, June '06 - Apr' 10

Asst. Manager , Mobile VAS

- Handled PAN India mobile subscriber base for IVRS VAS packs for all product implementations with technology teams
- Managed all circles from corporate headquarters

Education

Global Masters in Business Administration – Marketing Apr '10 – Apr '11

S P Jain Centre of Management, Singapore and Dubai: Top 10% of the batch

Bachelors of Engineering, Electrical and Electronics Apr '01 – Apr '05

Jawaharlal Nehru Technological University, Hyderabad, India: Best outgoing student (EEE)

Digital Marketing and Business Consulting Jan '13 – Present, The Independent Consultants, Hyderabad, SEO, SEM, Website Research, Competitor Analysis and Client Management

Strategic Audit and Marketing Strategy for end-to-end Marketing Communication Channels which reduced marketing spend by 25% - 30% and boosted revenues by 19%, UAE Exchange, Dubai, 2011

Strategic research study for consumer purchase decision process, Singtel, Starhub, and M1, Singapore, 2010 and Strategic Research project on Consumer Decision Process of 'Detergents' category in Dubai, Reckitt Benckiser, 2010 by using SPSS.

Interests and Academic Awards

- Elected as the best outgoing student and President for student association in college
- Consistent topper in Mathematics and Physics in High School and College
- Selected in Dean's list for academics in Secondary and Engineering education
- Enjoy working with people across various domains and emerging technologies for innovative products