Aashish Koul

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Professional Summary

Strategic and purposeful **Senior Specialist – Product Management** with over 14 years of global experience in **product management**, **business analysis**, and **digital transformation** across **telecom**, **oil & gas**, **media**, and **banking** sectors. Successfully led **cross-functional teams**, drove **agile execution**, and delivered measurable outcomes in **process optimization**, **stakeholder engagement**, and **strategic delivery**.

Experience Summary

- 14+ years of global experience in **Product Management**, **Strategy Consulting**, **Business Process Management (BPM)**, **Business Analysis**, and **Project Management** across **Oil & Gas**, **Telecom**, **Media**, and **Banking** domains.

- Currently leading **product strategy and delivery** for Telstra's Product Ordering journey, driving **agile execution**, improving **sprint velocity by 25%**, and enhancing **customer retention**.

- Proven success in **Telco product management** - managing **backlog**, **stakeholder alignment**, and **go-to-market readiness**, achieving **95% test coverage** and an **AMAT score of 4.55**.

- Advised senior leadership at **Deloitte** on **transformation strategy**, **offshoring**, and **process architecture**, resulting in measurable financial gains and strategic rollouts.

- Delivered transformation programs in the **Oil & Gas and Media & Entertainment domains**, including **ARIS-based BPM** and **PNMsoft** for **managed services**, and **operational optimization** - achieving **100% implementation success** and **50% cost savings**.

- Led delivery and optimization of 10+ **business-critical applications** for **Maersk Drilling**, transmitting operational data to 37 offshore rigs and 6 onshore sites - achieving **50% cost savings** and **96% process compliance**.

- Managed high-performing **cross-functional teams**, ensuring seamless execution and stakeholder alignment.

- Trusted advisor to leadership, presenting **performance metrics** and **strategic roadmaps** across geographies including the **UK**, **US**, and **Australia**.

- Certified in **Product Management** (RMIT, 2024).

Details

Education:
- B.E Computer Science Engineering | University of Jammu | 2005-09
- RMIT University, Australia – Product Management Micro-credential (2024)

Tools:
- Signavio | Figma | Miro | ARIS BPM | MS Visio | JIRA | Confluence | Power BI

Skills
- Digital Fluency | Analytical Thinking | Systems Thinking | Problem Solving | Communication | Change Management | Meticulous | Stakeholder Management | Leadership | Agile Methodologies | Process Optimization
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Work Experience

Telstra Corporation | Jun'23 - Ongoing | Senior Specialist – Product Management

- Lead **backlog refinement**, **sprint planning**, and **roadmap alignment** to shape epics and features that maximize business value - resulting in a **25% improvement in sprint velocity**.
- Collaborate with **cross-functional teams** to gather requirements and deliver BRDs, wireframes, and visual artifacts for solution clarity - reducing confusion and streamlining **execution** across development and testing.
- Drive **feature delivery** from ideation to **go-to-market**, managing backlog ownership, **stakeholder alignment**, UAT, and deployment readiness - achieving approximately **95% test coverage**.
- Enhance ordering flows through process optimization and efficiency improvements aligned with **customer experience** and platform goals - boosting **customer retention** and reducing flow time.
- Champion **agile practices** and coach teams on backlog hygiene, estimation, and iterative delivery - fostering a **high-performing culture** and consistently maintaining an **AMAT score of 4.55** (out of 5).
- Contributed to a **partner consolidation transformation program**, defining scope, velocity guidelines, SLAs, work handover, knowledge transfer, onboarding, and initial setup - ensuring a smooth transition and operational continuity.

Deloitte Consulting | Feb'22 - Mar'23 | Senior Strategy Consultant

- Project - Deloitte UK:
  - Facilitated stakeholder workshops and executive interviews to define transformation goals and validate solution concepts.
  - Led the creation and execution of a strategic roadmap aimed at improving financial performance by 25% over three years.
  - Advised senior leadership on offshoring strategy, organizational design, and change enablement to accelerate growth and operational efficiency.
  - Rolled out four strategic initiatives—Recruitment and Onboarding, Training and Development, Quality Management, and Billing Method & Operating Model Transformation—driving alignment and measurable impact across the organization

- Project - State Street:
  - Led deep-dive process analysis and authored BRDs and functional specs to address inefficiencies and align with strategic objectives.
  - Managed a high-performing team of six consultants, overseeing execution, stakeholder engagement, and quality assurance across delivery cycles.
  - Reviewed and restructured the entire process architecture from Level 0 to level 4, supporting operational clarity and transformation goals.
  - Designed and implemented process workflows in ARIS, leading the discussions to approved plan and publishing the flows in the enterprise architecture.

Telstra Corporation | Jun'20 - Feb'22 | Specialist - Business Improvement

- Led discovery sessions and stakeholder interviews to identify business needs, pain points, and opportunities for process improvement.
- Evaluated end-to-end workflows and designed enhancements that delivered measurable impact through automation and optimization.
- Partnered with cross-functional teams to implement changes, ensuring alignment, speed, and quality across delivery cycles.
- Documented requirements, test scenarios, and process flows to support traceable, high-quality execution and successful adoption.
- Tracked post-implementation performance and supported transformation through training, communication, and iterative refinements.

L&T Infotech | Oct'10 - May'20 | Senior Business Analyst

- Project: Viacom18 | Business Improvement Specialist (3 years)
  - Conducted client workshops to gather business requirements and identify pain points across DOA, ad-sales, content acquisition, and billboard requisition workflows.
  - Implemented automation across six business processes, reducing completion time by 30% and improving operational efficiency.
  - Led requirement walkthroughs and test case reviews with implementation teams to ensure smooth delivery and high-quality releases.
  - Managed documentation and traceability using SVN, and validated functionality pre-UAT to minimize defects and enhance release quality.
  - Managed and helped resolve UAT defects via HP ALM and performed retro-analysis to drive continuous improvement and support ongoing transformation efforts.

- Project: Maersk Drilling - Managed Services | Project Manager (2 years)
  - Managed team performance to meet delivery targets, achieving a 96% process compliance index in internal audits.
  - Delivered service for ten business-critical applications through structured planning and stakeholder collaboration, ensuring timely and high-quality execution.
  - Led onboarding and training for novel team members, enabling smooth transitions and efficient knowledge transfer.
  - Oversaw governance activities including SOW finalization, CMMI audits, SLA tracking, and monthly invoicing for twenty-five team members, supporting accurate revenue forecasting and operational transparency.
  - Presented performance metrics and status reports to leadership, driving alignment and supporting ongoing transformation initiatives.

- Project: SIRIUS Process Management System | Project Lead (2 years)
  - Conducted live workshops with sponsors, SMEs, and QMHSE teams to map as-is/to-be processes and

identify improvement opportunities.

- Applied structured problem-solving to resolve operational issues and streamline delivery cycles, achieving a 50% cost-saving for the client.
- Mentored the India team and implemented documentation frameworks to enhance delivery consistency and traceability.
- Supervised team performance using measurable metrics and led regular status reviews with senior leadership, to ensure aligned execution.
- Led UAT and functional validation, ensuring high-quality releases that supported business goals and ongoing transformation efforts

- Project: Maersk Drilling – ARIS Implementation & BPM | Business Process Analyst & Team Lead (3 years)
  - Led a team of five to develop Maersk Drilling's process landscape in ARIS, covering value chains and business services.
  - Conducted impact assessments and presented phased implementation strategies to senior executives, in collaboration with Software AG.
  - Delivered bi-weekly reports and led data validation efforts to ensure implementation accuracy and stakeholder confidence.
  - Facilitated workshops onsite in Denmark, driving alignment and knowledge transfer across global teams.
  - Achieved 100% successful implementation with zero data loss, ensuring seamless execution and long-term transformation goals.