

# VINITA YADAV

Senior Product Manager | MVP | Product Roadmap | GTM | B2B | B2C | Product Strategy - Kellogg USA | Executive MBA (IIM-B) | POPM | CSPO |  
vinita.yadav@gmail.com | [www.linkedin.com/in/vinita-yadav/](https://www.linkedin.com/in/vinita-yadav/) | +1 201 289 1242 | Princeton, New Jersey, 08540  
Portfolio link: <https://sites.google.com/view/vinita-yadav-product-portfolio/>

---

## SUMMARY

- **Senior Product Manager** with a proven track record of launching and managing 15+ fintech digital products at premier banks and investment firms, resulting in significant reductions in compliance violations and associated risks.
  - Drove a 30% increase in customer engagement through impactful digital transformation initiatives within Wealth Management.
  - Implemented **agile** methodologies, automated processes, and increased team productivity by 25%.
  - Proactively initiated data-driven enhancements, leading to a 20% increase in client satisfaction and a 15% improvement in operational efficiency.
  - Highly data-driven, adept at leveraging user behavioral data for informed decision-making and refining products.
  - Proficient in guiding **cross-functional teams**, prioritizing requirements, managing **roadmaps**, and seamlessly integrating KPIs, **MVP**, and **Go-To-Market** strategies for customer-centric success.
- 

## PROFESSIONAL EXPERIENCE

**Bank of America (Client) – Product Manager** New Jersey, NJ

Nov 2022 – Present

### Achievements:

- Launched and managed 5 surveillance products/features that streamlined the alert review process, leading to a 30% increase in alert review efficiency and a 25% reduction in redundant alerts, saving time and resources.
- Spearheaded cross-functional efforts to address data discrepancies in surveillance controls, leading to a 20% reduction in incorrect/false alerts, which controlled accuracy and minimized the risk of overlooking critical alerts.

### Responsibilities:

- Crafted trade surveillance **product requirements** in wealth management space, encompassing **backlog creation**, **go-to-market strategy**, **user stories**, **user personas** and user interface. Orchestrated the surveillance product development from **ideation to launch**, ensuring optimal alert review alignment with the **product roadmap**.
- Led and empowered a 10+ member **cross-functional team**, implementing **agile** (Scrum) approaches and reducing incorrect alerts by 20%.
- Analyzed continuous **product metrics** and **key performance indicators (KPIs)**, employing a data-driven approach to fine-tune control systems and optimizing **user journey**.
- Integrated **MVP** principles for iterative product development, delivering essential features for user feedback and rapid iteration.

**UBS (Client) / Infosys Ltd - Product Manager / Senior Consultant;** New Jersey, NJ

Jan 2019 – Jan 2021

### Achievements:

- Transformed document workflows for investment products within wealth management through DocuSign eSignature integration, resulting in a 25% reduction in processing times.
- Implemented agile methodologies, achieving a 95% on-time release rate for advanced digital applications/agreements. Increased market responsiveness for retirement investment products, enhancing customer acquisition and retention.
- Enhanced client onboarding journeys with data insights, leading to increased customer satisfaction and adoption rates.

### Responsibilities:

- Implemented **go-to-market strategy** with a focus on user training, continuous customer engagement, and the development of **MVPs**.
- Created **Product roadmap** and translated **product roadmap** into precise **product requirements** and **user stories**.
- Collaborated cross-functionally with executive stakeholders, including marketing, sales, product teams, designers, developers, testing team and SMEs, aligning on customer-centric initiatives and business objectives.

**Deutsche Bank (Client) / Infosys Ltd - Product Manager / Senior Consultant;** New York, NY

Jan 2016 – Dec 2018

### Achievements:

- Led implementation of automated Transaction Monitoring system, reducing AML investigation time by 25%, streamlining workflows, and enhancing accuracy.

- Improved customer experiences and fraud prevention capabilities by addressing pain points related to high volume of false alerts through **customer interviews**.
- Optimized Transaction Monitoring systems with data-driven strategies, cutting false positives by 30% and boosting detection accuracy by 25% for enhanced regulatory compliance.

#### **Responsibilities:**

- Drove Transaction Monitoring system development through actionable **roadmaps**, **user stories**, and **MVPs**.
- Led Agile development processes, monitored **KPIs**, and adapted strategies based on market trends and **user feedback**.
- Collaborated with cross functional team including business stakeholders, tech partners, legal and compliance teams to keep system aligns with regulatory guidelines and deadlines.

<b>Goldman Sachs (Client) / Infosys Ltd – Program Manager / Senior Consultant;</b> New York, NY	Jan 2013 – Dec 2015
<b>Citi Bank (Client) / Infosys Ltd – Program Manager / Senior Consultant;</b> New York, NY	Mar 2011 – Jan 2013
<b>Motorola Mobility (Client) – Consultant;</b> Chicago, IL	May 2008 – Sep 2010
<b>Center for Development of Telematics (C-DOT) – Senior Research Engineer;</b> New Delhi, Delhi (India)	Aug 2001 – Aug 2007

---

## **EDUCATION**

**Product Strategy from Northwestern University - Kellogg School of Management - 2022**

Master of Business Administration (**Executive MBA**) - Indian Institute of Management Bangalore (**IIMB**) - 2012

Bachelor of Engineering (Electronics & Communications) - Motilal Nehru National Institute of Technology (**MNNIT**) - 2001

## **CERTIFICATION**

**Certified SAFe Product Owner / Product Manager (5.1) (POPM)**

Certified Scrum Product Owner (**CSPO**)

Certified Scrum Master (**CSM**)

Certified Project Management (**Prince2**)

## **SKILLS**

**Product Management** - Planning | Roadmap Development | Risk Analysis | Customer Interaction | MVP | Leading Teams | Data Analysis | Agile | SAFe | A/B Testing | Customer Persona | User Journey | Cross Functional Collaboration | Generative AI

**Technical Skills** - C, C++, Java, SQL, Oracle

**Tools** - Actimize Risk Case Manager, Toad, Visio, Jira, Kanban, SharePoint, Confluence, Miro

**Languages** - English and Hindi