

Aazain Akhtar

Product Manager | MVP | Roadmap | G2M | B2B | B2C | E-Commerce
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Summary

Results-oriented Product Manager with 7+ years of experience and strong skills in data analysis, Go-to-Market strategy, and product design.

Led 2 Products end-to-end (B2B & B2C) and 10+ Product features, including a B2B manufacturing product that produces 5 Bn doses of poultry vaccinations annually and a B2C Home Storage Product that generated \$7K monthly with a 4.8/5.0 satisfaction rating.

Seeking a Product Manager position where I bring 7 years of end-to-end product development and 4 years of data analysis experience.

Professional Experience

Product/Project Manager **Ceva Animal health, Guelph ON** 2020 - 2024

Achievements

- Launched a large-scale \$55M pharma manufacturing facility that produces Ceva's global production demand for poultry vaccinations
- Received approvals from both Canadian and American health regulatory agency thus enabling sales in North America and driving majority of Ceva's revenue
- Negotiated with vendors for procurement which results in over \$3M in savings
- Articles praising facility in local newspaper for job generation and growth in the locality

Responsibilities

- Led a B2B pharmaceutical manufacturing product end-to-end to produce the client's global customer demand of poultry vaccine (100M +)
- Conducted Voice of Customer Interviews to identify product requirements and features to be prioritized and incorporated in all equipment design and construction for the facility
- Drove facility roadmap through design, construction, validation and launch
- Managed a cross-functional team of engineers, scientists, validation, regulatory and quality specialists to ensure facility meets all stakeholder needs
- Implemented agile project management practices to ensure smooth workflow throughout the project
- Managed the capital budget of \$55M
- Conducted risk assessments to prioritize requirements and tasks that positively impacted facility budget, timeline and scope requirements
- Planned and executed entirety of validation phase in roadmap which resulted in approvals from necessary regulatory bodies to operate equipment, produce vaccine and sell to client's customers

Product Manager **Wardro, An Amazon Brand, Toronto ON** 2022 - 2024

Achievements

- Successfully launched an E-commerce home storage solutions product on Amazon that resulted in \$7k in monthly sales
- Product received a rating of 4.8 stars out of 5 from customer reviews

Responsibilities

- Led a B2C home storage product end-to-end which organizes closet items for people living in small spaces
- Performed quantitative and statistical analysis on market response to MVP to identify feature changes, improvements or removal
- Leveraged my customer empathy through customer interviews to identify pain points in home storage solutions in small homes such as bachelor pads or 1-bedroom apartments

- Designed E-commerce Go-to-Market strategy and pricing strategy for launch and post-launch sales for maximum ROI
- Set and monitor KPI's for Amazon's pay-per-click advertising to drive product listing to be on the first page
- Negotiate with suppliers for optimal price to quality ratio
- A/B test ad creatives for maximum performance of click-to-sales conversion to improve conversion rates up to 1.6%

VP Business Development Mikutech/Joydrop, London ON 2019 - 2020

Acquired new customers for customer software solutions for consumer focused technologies

- Conducted customer interviews to identify their software product requirements
- Guided customers through the software design life cycle (SLDC) for their customer software

Product Manager Glyco Polymers Inc., London ON 2016 - 2019

- Led a B2C medical pill product research and development initiative with a proprietary polymer
- Conducted extensive data analysis of scientific literature to identify applications of polymer in the drug delivery industry

Business Development Manager Compudata., London ON 2017 - 2018

- Expanded customer base and led customer acquisition initiative for IT infrastructure services product
- Generated over \$125,000 annual revenue through customer acquisition

Education

Product Fellow, Product Management Accelerator 2024

Master's in Management of Applied Science, Western University, London, ON 2015

Bachelor of Science: Specialization in Biology, Western University, London, ON 2014

Skills

Product Management Skills:

- Exceptional communication skills to conduct customer interviews
- Highly attentive to customers to write user stories
- High analytical and data driven to design and adjust G2M strategies
- Strategic thinker to create go-to-market strategy
- Organized and goal oriented to drive product road map
- Experience with agile product development to drive product development and ensure smooth workflow

Technologies and Tools:

- Microsoft 365 suite
- Microsoft team
- MS project
- Google Suite
- Notion
- Jungle Scout
- Pickfu
- Trello
- MS project
- Excel