

ARUN ALO CHAKRABORTY

Head of Digital Strategy and Product Management



+60 1116637114 (For calls)
+91 9748832864 (WA only)



arunaloachakraborty@gmail.com



linkedin.com/in/arunaloachakraborty
www.arunalo.site (Portfolio)

Certified Product Manager looking to leverage my data analytics skills, technical expertise, and leadership acumen to lead product and data initiatives.



Education



2022: MBA from Asia School of Business in collaboration with MIT Sloan Management, Malaysia and U.S.



2016: Bachelor of Technology: Electronics and Telecommunication Engineering from KIIT University, BBSR, India



Core Competencies

Product Marketing Strategy

Risk Management

Market Research & Analysis

Stakeholder Management

Information Technology

Data Management

Architecture

Project Management

Competitor Analysis



Technical Skills

SQL, R, Python, Machine Learning Models, Java, Artificial Intelligence, Google Cloud

Chart creation, advance formulae, and other tools in MS Excel, MS PowerPoint, MS Word



Profile Summary

- **Dynamic and outcome-focused professional** with over 8 years of experience in Digital Transformation and Product Management.
- Experience in **Agile methodology** while working with various stakeholders including content, design, engineering, marketing, and management teams.
- **Highly skilled in full product lifecycle activities** including product vision, roadmap, cost management, vendor management, and various other cross-functional activities.
- Robust expertise in **user interviews and feature prioritization**, utilizing frameworks such as RICE to enhance product performance
- Experience in **data analytics and business intelligence** platforms with expertise in R, Python, Java and Power BI



Career Timeline

2016-20

cognizant

2020-22



Since 2021



Work Experience

Since 2021 | Precena Strategic Partners, Kuala Lumpur, Malaysia
Growth Path:

2021 - 22| Digital Transformation Consultant



Since 2022| Head of Digital Strategy and Product Management

Key Result Areas:

- Led a team of 12-members cross functional and global team to deliver 6 major end-to-end product roadmaps using design thinking and agile methodology within time and budget.
- Automated incentive calculation by developed an internal tool using Google Sheet and App Scripts reducing in 75% manual effort monthly.
- Analysed 100+ qualitative and quantitative customer data using Python and Power BI to create strategic product and marketing decisions.
- Managed international clients as business developer and directly overseeing a deal size of USD 10,000 per year.
- Delivered 10+ trainings with over 25 participants as a trainer with NPS score of 10 out of 10.

2016 - 20| Cognizant Technology Solutions, Kolkata
Growth Path:

2016 - 18| Programmer Analyst



2018 - 20| Automation Lead

Key Result Areas:

- Established and organized a diverse automation team of 4 members to architect script designs for over 1000 test cases from inception, resulting in client savings surpassing \$600k and exceeding KPI metrics for monthly script designs and innovative concepts.

Certifications



Senior Product Manager, Product School- Nov 2022



IDEO Foundations in Design Thinking, IDEOU- Oct 2022



Introduction to Deep Learning in Python, DataCamp- Aug 2021

Awards



Award of Excellence-Shining Star, Cognizant Technology Solutions



Shining Star of the Month, Cognizant Technology Solutions



Ideator, Cognizant Technology Solutions

- Conducted over 5 training sessions for 100+ cross-functional staff members, equipping them with advanced Selenium and Java skills, resulting in elevating over 50% to proficiently contribute to automation projects.
- Streamlined and upgraded the automation framework, incorporating Rally Integration API, PDF validation through AutoIT and PDFbox, Rater Excel validation using VBScript. This enhancement boosted team efficiency during execution by an impressive 150%.

Corporate MBA Projects

Jan'22 – Mar'22 | Machine Learning applied to Spotify data, Kuala Lumpur, Malaysia

As part of the graded Advanced Data Analytics course at ASB, I studied Spotify Data using ML algorithms. The findings were presented to the entire class.

- Designed an algorithm using R (linear model) to predict the popularity of songs based on various parameters like genre, year of release, acousticness and energy of the song.
- Performed EDA on the dataset to identify correlations among features and formed hypothesis and feature engineering to clean and introduce new ones.

Sep'21 – Dec'21 | ML Algorithm for impact score | START-TBWA, Kuala Lumpur, Malaysia

START is a venture builder that validates, creates, and deploys technology led businesses with brand at the forefront. They were looking to create an algorithm to develop a new score called impact score.

- Conducted in-depth research on ESG data to understand how the scores are derived.
- Performed extensive data analysis on huge data sets and applied Machine Learning algorithms like logistic regression to find appropriate weights for the new score.

Jul'21 – Sep'21| Business Model for True Analytics | True Digital Bangkok, Thailand

True Analytics want to determine if and how they can evolve from an analytics unit to an independent analytics business

- Performed comprehensive market research on Data Management Platform enterprises to grasp the array of business models prevalent in the digital marketing sector.
- Analysed the market thoroughly and conducted a detailed competitor analysis, specifically comparing it with True Analytics' business model.

Oct'20 – Jan'21| Marketing Strategy | Johnson & Johnson Kuala Lumpur, Malaysia

J&J is looking to adapt omnichannel model involving integrating B2B Medical Agencies through big data analytics to provide a personalized & seamless customer experience.

- Interviewed 20+ individuals including hospital nurses, leadership, and doctors to understand current pain points and their future perspective of marketing techniques.
- Facilitated client with an innovative and modern marketing strategy for their Medical Tech equipment as the traditional model got disrupted due to Covid crisis and loss of face-to-face engagement in sales & marketing.

Hobbies and Interests

Interests

- Reading books (self-help, fiction, management, thriller), favourite book- Ikigai: The Japanese secret to a long and happy life by Héctor García and Francesc Miralles
- Music: Guitar, Tabla (Indian Classical Instrument); Sports: Lawn Tennis, Badminton, Table Tennis

Activities/Community involvement

- Winner of ASB Ping Pong Championship
- Ex-Cognizant Outreach member. Tutored 150+ students from underprivileged parts of society in English, Computer, and Mathematics

Personal Details

Present Address: KL, Malaysia

||

Languages Known: English, Hindi and Bengali