
ISHITA CHARAN

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PROFESSIONAL SUMMARY

Certified Scrum Product Owner (CSPO) with expertise in delivering innovative solutions, including Heineken's **AI chatbot** rollout (70%+ accuracy in Europe and Africa). Led three on-time **product launches** using **Agile/Scrum**, **JIRA**, and **Confluence**. Boosted conversions 12% via **A/B testing**, cut reporting errors 10% with **SQL/Power BI**, and improved delivery efficiency 15% with roadmaps/wireframes. Reduced billing errors 15% through database validation. Skilled in **stakeholder alignment**, **market research**, and leading **cross-functional teams** to 100% compliance and 25% fewer delays, driving digital transformation.

WORK EXPERIENCE

Assistant Manager **07/2025 to Current**
Renew Private Limited **Gurugram**

- Analysing complex business challenges to design and implement digital solutions and advanced analytics use cases aligned with organizational goals.
- Collaborating with cross-functional teams to integrate solutions within existing system architecture, ensuring alignment with business requirements and technical constraints.
- Identifying new digital opportunities, driving implementation of innovative use cases to support data-driven decision-making and operational efficiency.
- Monitoring evolving power market policies, ensuring regulatory compliance and enabling adaptive planning for target achievement.
- Overseeing project timelines and delivery milestones using Agile methodologies and tools like JIRA, Tableau, and PowerBI to track progress and communicate insights.
- Maintaining thorough documentation of all implemented use cases, fostering transparency, process clarity, and scalable knowledge sharing across teams.

Conversational AI Consultant **09/2024 to 07/2025**
The Heineken Company **Bengaluru**

- Spearheaded global AI chatbot rollout across Europe and Africa, achieving >70% accuracy in customer interactions.
- Reduced project delays by 25% through enhanced cross-functional communication and business-technical alignment.
- Ensured 100% product compliance via rigorous functional and system testing, launching with zero critical issues.
- Defined project scope and requirements with cross-functional teams, creating actionable, goal-aligned plans.
- Translated business needs into technical specifications, ensuring stakeholder alignment.
- Maintained timelines and deliverables through regular progress updates and issue resolution.
- Deployed AI-driven chatbot to enhance global operational efficiency and user experience.
- Improved organizational alignment using detailed use cases and transparent reporting.
- Drove product scalability and adaptability, contributing to Heineken's digital transformation

Retail Billing Analyst **08/2022 to 09/2024**
Customized Energy Solutions Pvt. Ltd. **Pune**

- Conducted database validation, reducing billing errors by 15% through optimized data flows.
- Audited billing systems, validating 10+ new features with 95% accuracy in transactions.
- Resolved 300+ client tickets, maintaining 90% SLA compliance and high customer satisfaction.
- Collaborated on process improvements, reducing billing issue resolution time by 20%.

Business Analyst **01/2022 to 04/2022**
Jsimple Technosoft Pvt. Ltd. **Noida**

- Boosted customer conversions by 12% through A/B testing and data-driven optimization.
- Analyzed datasets using SQL and Tableau, reducing reporting errors by 10%.
- Led cross-functional teams in three product launches, achieving 100% on-time delivery.
- Designed wireframes and product roadmaps, improving delivery efficiency by 15%.

- Implemented data-driven strategies to enhance product value and market competitiveness.
- Aligned business goals with product development via stakeholder collaboration.

Team Lead

02/2021 to 01/2022

Igebra.ai

Hyderabad

- Managed quality assurance for 10+ edtech projects, ensuring 100% compliance and improving turnaround time by 20%.
- Led a team of 6, promoting cross-functional collaboration and aligning deliverables with strategic objectives.
- Engaged global stakeholders for feedback, ensuring market alignment and maintaining a 95% satisfaction rate

SKILLS

- **Product Management:** Managed the end-to-end lifecycle of Heineken's AI chatbot, achieving over 70% accuracy in customer interactions and driving product scalability.
- **Market & User Research:** Conducted research to guide product strategy and UX improvements, directly influencing customer satisfaction and market fit.
- **Product Development:** Delivered three feature-rich products with 100% on-time launches by coordinating cross-functional teams and ensuring development scalability.
- **A/B Testing & Strategy:** Increased user conversions by 12% through strategic A/B testing and data-backed product decisions.
- **Product Roadmapping:** Created detailed product roadmaps and wireframes, improving delivery efficiency by 15%.
- **Agile/Scrum Methodology:** Reduced project delays by 25% by applying Agile/Scrum practices using JIRA and Confluence for iterative delivery.
- **Stakeholder Management:** Ensured stakeholder alignment by translating business requirements into clear technical documentation and regular progress updates.
- **Data Analysis:** Leveraged SQL and Tableau to reduce reporting errors by 10%, enabling faster, more accurate decision-making.
- **Problem Solving:** Minimized billing errors by 15% and improved data flow efficiency through process validation and technical analysis.
- **Cross-Functional Leadership:** Led collaborative teams across departments to maintain 100% compliance and ensure timely project delivery.

EDUCATION

Doctorate in Business Administration
ESGCI, Paris

2025-2028

Master's: Business Analytics
Indian Institute of Management

2021-2022
Indore

Bachelor of Technology: Civil Engineering
Maharani Girls Engineering College

2014-2018
Jaipur

PROJECTS

Global AI Chatbot Deployment - Led the global rollout of an AI-powered chatbot across 30+ countries, tailoring the solution to unique languages and customer behaviors., Analyzed regional user interactions to ensure adaptability and relevance, resulting in a product on track to achieve 70%+ accuracy, transforming customer interactions in real-time.

HRMS Software Enhancement - Spearheaded the enhancement of HRMS software, leveraging user feedback and performance metrics to identify and implement key improvements., Prioritized user-friendly features, achieving a 90% customer satisfaction rate and streamlining daily operations.

Billing System Optimization - Improved billing system accuracy by validating data across jurisdictions using SQL and collaborating with cross-functional teams to streamline processes., Reduced billing errors by 15%, increasing system reliability and fostering customer trust.