

Karthik Hegde
669-249-8833 | khegde2013@gmail.com



PROFESSIONAL SUMMARY

Strategic and proactive Program/Project Manager with over 10 years of experience in the IT sector, specializing in AI/ML implementation in Retail and E-Commerce development. Proven ability to drive results by leveraging strong analytical skills and a data-driven approach to mitigate risks, manage complex projects, and lead cross-functional teams. Adept at translating business needs into technical solutions and delivering high-impact initiatives in fast-paced environments.

TECHNICAL SKILLS

- **Project Management Tools:** JIRA, Confluence, MS Project, MS SharePoint, Microsoft Office Suite
- **Methodologies:** Agile (SCRUM, SAFe, Kanban, XP), Waterfall, Spiral
- **Cloud & ERP:** AWS (EC2, S3, Lambda), Azure, GCP, Docker, Kubernetes, Oracle EBS
- **Digital Transformation:** Salesforce Commerce Cloud, Adobe Experience Cloud, MS Power Automate
- **Testing & API:** HP ALM/QC, Swagger, SOAP UI, Postman, Selenium, JSON, REST, SOAP, XML
- **Reporting & ETL:** Tableau, Power BI, SAP Business Objects, Informatica Power Center
- **Design Tools:** MS Visio, Balsamiq, Figma, Miro

PROFESSIONAL EXPERIENCE

Engineering Project Manager (Contract) | eBay Inc., San Jose, CA | Feb 2025 – Present

- Central coordinator responsible for planning, executing, and closing IT Developmental projects aligning with eBay's strategic goals.
- Lead the implementation of AI coding assistants, AI bug-fix tool and Dead code clean-up, resulting in reduction of developer friction from 70%+ to less than 40%, within 3 months.
- Improved the Bug burndown rate to over 80%
- Defined the Scope for setting up a reporting framework on the improved developer ergonomics to ensure continuity of the successful project using JIRA dashboards and Tableau.
- Led the documentation and training material creation for the entire project and ensured that all developers are trained.
- Leveraged risk assessment and resource allocation techniques to maintain project integrity.
- Utilized skills in team coordination, stakeholder engagement, and conflict resolution to foster collaboration and drive continuous improvement.

Program Manager (Contract) | Apple Inc./Infosys Limited, Cupertino, CA | Jul 2023 – Jan 2025

- Spearheaded a global digital transformation for retail stores, incorporating AI-powered applications that increased sales efficiency by 70% and customer satisfaction by 27%.
- Implemented real-time omnichannel inventory visibility across in-store, online, and mobile channels, reducing stockouts by 30% and improving customer satisfaction by 22%.
- Led the development of a new forecast engine for device merchandising, achieving a forecast variance of +/-2% and ensuring optimal stock levels across global retail partners.
- Developed and published data models and analytics dashboards using Tableau and SAP Business Objects to track omnichannel KPIs, enabling data-driven optimization of customer journeys.

Project Manager (Contract) | Allegion, Winston-Salem, NC | Apr 2021 – Jul 2023

- Managed the automation of the returns and warranty program, creating new web-based tools that improved technician compliance to 70% and increased overall revenue.
- Created and executed risk mitigation strategies that reduced high-priority risks by 65% in the first quarter, saving an estimated \$1.2M in potential project delays.
- Oversaw the end-to-end rollout of Mobile Application Management (MAM) solutions, ensuring a seamless transition with minimal downtime for all end-users.

Sr. Business Analyst (Contract) | Wayfair, Boston, MA | May 2020 – Apr 2021

- Spearheaded the implementation of an AI-driven customer segmentation system, leading to a 35% increase in email marketing conversion rates and a 28% improvement in engagement.
- Developed and executed a comprehensive SEO strategy that improved organic search visibility by 45% while reducing paid search spending by 20%.
- Orchestrated the development of a unified customer data platform (CDP), enabling real-time personalization and improving marketing campaign ROI by 32%.

Sr. Business Systems Analyst | Snapdeal, Bangalore, India | Mar 2015 – Nov 2017

- Redesigned the e-commerce website and mobile application by gathering functional requirements through JAD sessions and ethnographic research, leading to an enhanced user experience.
- Performed GAP Analysis on legacy systems to define "As-Is" and "To-Be" models and created UI/UX wireframes and mock-ups using Balsamiq to guide development.

EDUCATION

- MS in IT management, Campbellsville University, Louisville, KY - 2023
- BS in Business Management, Full Sail University, Winter Park, FL – 2020
- Bachelor of Computer Applications, Christ University, Bangalore, India - 2012

CERTIFICATIONS

PMP From PMI – 2024 Verify [Here](#)

CSM from International Scrum Institute - 2023 Verify [Here](#)