

Srikar Madipalli

(520)-283-0906 • srikarmadipalli@arizona.edu • Tucson, AZ • www.linkedin.com/in/srikarmadipalli96/

SUMMARY

Results-driven Product Manager with 5+ years of experience in building innovative solutions, leading cross-functional teams, and driving product strategy. Currently pursuing an MS in Management Information Systems to enhance strategic thinking and technical skills. Proven track record in market research, product roadmap development, improving user experiences to boost customer satisfaction and growth.

WORK EXPERIENCE

Product Manager | Publicis Sapient

February 2021 - July 2023

- **Product Launch & Client Impact:** Spearheaded the development and launch of an MVP Coupon Library, rolling out targeted offers to 4,500+ auto dealers across North America, enhancing end-customer engagement and dealer satisfaction
- **Cross-functional Leadership:** Orchestrated collaboration among development, UX, legal, and technical teams across 8 brands, driving successful outcomes in 11 high-profile client projects and achieving a 25% increase in client retention
- **Agile Implementation:** Championed Agile methodologies across 5 product teams totaling 100+ members, resulting in a 20% increase in development efficiency and a 33% improvement in delivery time
- **Stakeholder Communication:** Revamped communication strategies, elevating stakeholder satisfaction from 60% to 95% through tailored frameworks and enhanced transparency
- **Product Strategy:** Led the creation of Customer Journey Maps and Business Context Diagrams for 4 projects, providing crucial insights that shaped product roadmaps and aligned features with real-world user scenarios

Associate Product Manager | Publicis Sapient

July 2018 - January 2021

- **Requirements Documentation:** Managed the creation of 50+ Functional Specification Documents, effectively capturing and translating stakeholder requirements into actionable development guidelines
- **User Story Development:** Formulated user stories aligned with INVEST criteria, driving a 30% increase in development efficiency and product quality across multiple projects
- **Data-Driven Insights:** Developed a Power BI analytics dashboard for component usage across 8 brands, streamlining feature prioritization and reducing testing time by 33%
- **Market Analysis:** Conducted comprehensive competitive analysis and market research, identifying key trends that informed strategic decisions and kept products aligned with market dynamics
- **Performance Optimization:** Oversaw key performance indicators (KPIs) focusing on backlog health and sprint success rates, leading to a 30% improvement in team performance and project timeline adherence

ACADEMIC EXPERIENCE

Business Consulting | Eller College of Management

- **User Insights:** Led a comprehensive study on navigating disruptions in the automobile dealership landscape, conducting 400+ hours of research and 15 live interviews with industry professionals
- **Product-Market Fit:** Evaluated pathways based on customer value, investment level, rewards, and threats, considering macro industry changes, competitive responses, and market dynamics
- **Implementation Planning:** Designed two strategic pathways (Conservative and Transformative) with three-year implementation plans for dealerships to transition to a desired future state

Graduate Research Assistant | Deep Learning Lab | Eller College of Management

- **Product Development:** Orchestrated the development of a healthcare application on AWS EC2, integrating Machine Learning Models, adopted by 100+ healthcare professionals and improving decision-making efficiency by 25%
- **User Experience Research:** Conducted a comparison of human and ChatGPT simplified texts, using 14 metrics, enhancing healthcare text comprehension by 25%

EDUCATION

Master of Science, Management Information Systems **University of Arizona**

December 2024

Bachelor of Engineering, Electronics and Communication, **Chandigarh University**

May 2018

SKILLS

Core Skills: Product Planning, Product Strategy, Agile Methodologies, Market Research, Value Proposition, Product Life Cycle, Release Management, Data Analysis, Product Launch, Requirement Gathering, Wireframes, Product Development Process, Digital Transformation

Tools and Technologies: Confluence, JIRA, Microsoft Office Suite, Microsoft Visio, Figma, MixPanel, Machine Learning, SQL, OracleDB, Python, AWS EC2, HTML, CSS, Power BI, Tableau