

# SRIKAR MADIPALLI

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Product Manager with 5+ years of experience in agile development and team leadership, adept at translating complex data into actionable strategies. Pursuing a Master's in Management Information Systems, ready to apply deep industry knowledge to optimize product strategies and digital business transformation

## EXPERIENCE

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### Product Manager, Publicis Sapient

Feb 2021 - Jul 2023

- Led sprint planning by creating user stories, epics, and prioritizing using frameworks like RICE and WSJF, following agile methodologies resulting in a 20% increase in development efficiency and a 33% improvement in delivery time
- Launched an MVP for a Coupon Library after conducting user interviews and creating PRDs, leading to a 20% boost in operational efficiency and a 15% increase in customer satisfaction across 4,500+ auto dealers in North America
- Spearheaded cross-functional collaboration among development teams, UX designers, legal teams, clients, and software vendors, driving successful outcomes in 11 high-profile projects, achieving a 25% increase in client retention
- Championed the development of Customer Journey Maps and Business Context Diagrams for 4 projects, providing insights into user needs that influenced the strategic roadmap, resulting in a 20% increase in customer satisfaction

### Associate Product Manager, Publicis Sapient

Jul 2018 - Jan 2021

- Led the creation of 100+ product requirement documents and wireframes using Confluence and Balsamiq, conducting stakeholder demos with high fidelity to specifications, contributing to a 95% approval rate on first review
- Facilitated daily scrum meetings, sprint planning, and agile coaching sessions, enhancing team cohesion and increasing project delivery speed by 25%
- Developed and launched a Power BI dashboard that streamlined the identification of feature usage across web pages, significantly reducing the time needed for testing and bug resolution by 33%
- Conducted comprehensive competitive, market research to identify key features absent in our platform but present in competitors, leading to strategic enhancements that increased revenue by 3%

## ACADEMIC EXPERIENCE

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### Graduate Research Assistant, Deep Learning Lab, University of Arizona

- Orchestrated the development of a healthcare application on AWS EC2, integrating Machine Learning Models for a research study; adopted by over 100 healthcare professionals and improved decision-making efficiency by 25%

### Product Manager, Growth Ability Services , University of Arizona

- Directed the optimization of a healthcare database, achieving a 30% faster query response and spearheading data encryption protocols to ensure 95% compliance with HIPAA compliance

## EDUCATION

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

Dec 2024

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

May 2018

## SKILLS

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**Core Skills:** Product Planning, Product Strategy, Go To Market Strategy, Product Marketing, Product Design, Agile Methodologies, Market Research, Value Proposition, Product Life Cycle, Release Management, Data Analysis, Product Launch, Requirement Gathering, Wireframes, A/B Testing, 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