Ruchir Pandya

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Career Summary

- Experienced professional with deep knowledge of business processes.
- Highly accomplished with a verifiable track record in fields such as analysis and gathering, business process mapping and the development of interactive prototypes.
- Currently, working as Business Analyst with Pandit Ventures Pvt Ltd, Ahmedabad.
- Experienced E-Commerce Manager with deep knowledge and expertise in domain of Business Operations & development, order management, UI / UX, Project management and online Risk & Payments.
- Very good knowledge of Internet and in use of social media for creating awareness and marketing.
- Qualified **MCA** and **MBA (Marketing**) with excellent technical proficiency and demonstrated analytical abilities and creativity.
- Ability to shape, produce and deliver product management plans.
- Detail-oriented, with proven communication and analytical skills; can handle multiple tasks to meet deadlines in pressure situations.
- Has successfully driven and delivered in house projects for the departments.
- Potential of handling multiple tasks easily and capable of meeting deadlines.
- Worked as Program Manager with **INFIBEAM.COM**, an e-commerce company located at Ahmedabad.
- Previously functioning as **Executive - Foreign Exchange Department** with the **UTI BANK LTD.**
- Distinction of securing a National Level Merit Certificate for good performance in S.S.C exam.
- A systematic, organized, hardworking and dedicated team player with an analytical bent of mind, determined to be a part of a growth-oriented organization.
- Cleared **SAP CRM** Certification with 91%. **SAP** certification Id: 0013924502.
- Multilingual with proficiency in English, Hindi and Gujarati.

Have excellent **work ethics**, and am **team oriented with strong analytical qualities.** Total experience includes a mixture of responsibilities requiring **strong Technical Background** with **Excellent Problem solving ability** and **Communication Skills**.

Academic Credentials

Academics	Name of the Institute & Stream	University Name	Year Of Passing	Marks Obtained (%)
10th	Gangotri Vidyalaya	Guj. Sec Education Board, Gandhinagar	1994	81.57
12th	Nachetan High School / Science	Guj. Higher Sec. Education Board, Gandhinagar	1996	71
Graduation	M.G. Science College / B.Sc.	Gujarat University, Ahmedabad	1999	71
PG	CPIMR / M.B.A (Marketing)	Gujarat University, Ahmedabad	2001	65.67 % / GPA -3.80
PG	Nirma Institute of Technology / M.C.A	Gujarat University, Ahmedabad	2004	71
SAP Certification	Lithan Genovate / SAP CRM	SAP Education	2015	91

Professional Experience

1) Pandit Ventures Pvt Ltd. (Brand: GaneshaSpeaks.com)
Designation: Business Analyst (Product Manager- Web)
Duration: Oct 2018 – Till Now

2) Cybercom Creation
Designation: Business Analyst (Product management, Client communication, E-commerce)
Duration: June 2017 – September 2018

3) TheGemini.in – (The Gemini Learning System OPC Pvt Ltd, Ahmedabad)
Designation: System Analyst (Product development & management, website & ERP design, development)
Duration: October 2016 – May 2017

4) EComNation.in – (Fourth Media Pvt Ltd, Ahmedabad)
Designation: E-Commerce Specialist (Product development & management, Ecommerce Store design, development)
Duration: Feb 2016 – Sept 2016

5) INFIBEAM.COM – (NSI INFINIUM GLOBAL PVT. LTD, Ahmedabad)
Designation: Manager (Analytics, Product Management – Payments, Risk, order management,)
Duration: June 2007 – Oct 2014

6) UTI Bank Ltd.
Designation: Executive.
Department: Foreign Exchange Department.
Duration: 8 Months.

Career Profile

1) Pandit ventures Pvt Ltd. (Brand: GaneshaSpeaks.com)
Designation: Business Analyst (Product Manager - Web)

Responsibilities

- Analyse stakeholder's needs, and business & their opportunities to design products' features and improve user experience
- Managing Feature prioritization, providing feedback for E-Commerce site.
- Identifying priority tasks, giving alerts to team, helping to prioritize the tasks in queue of various team.
- Translating business requirements into functional and technical solutions.
- Responsible for devising, creating, and implementing solutions
- Working with the UX & UI designer team to build & deliver, maintain, improve websites.
- Managing and controlling product feature roadmaps by working with technical team.
- Suggesting, reviewing of new product features and providing feedbacks to software development team.
- Working with internal stakeholders and identifying the issues faced by them and coordinate with technical team to fix them.
- Facilitating delivery of various tasks of design, development team. Coordinating with designers and developers to deliver tasks.

2) Cybercom Creation

Designation: Business Analyst cum delivery manager (Product development & management, website design, development)

Responsibilities

- Manage client relationships and communicate with client on project issues / work.
- Analyse customer needs, and business & its opportunities to design products' features and improve user experience
- Translating business requirements into functional and technical solutions.
- Responsible for devising, creating, and implementing solutions
- Working with the UX & UI designer team to build & deliver, maintain, improve websites.
- Managing and controlling product feature roadmaps by working with technical team.
- Suggesting, reviewing of new product features and providing feedbacks to software development team.
- Working with client and identifying the issues faced by clients and coordinate with technical team to fix them.
- Managing Feature prioritization, providing feedback for E-Commerce site.
- Identifying priority tasks, giving alerts to team, helping to prioritize the tasks in queue of various team.
- Facilitating delivery of various tasks of design, development team. Coordinating with design and development team to deliver tasks.
- Providing feedback to management on EOD delivery of the project.

3) TheGemini.in – (The Gemini Learning System OPC Pvt Ltd, Ahmedabad)

Designation: System Analyst (Product development & management, website & ERP design, development)

Responsibilities

- Cultivate and manage client relationships.
- Analyse customer needs, and business & its opportunities to design products' features and improve user experience
- Translating business requirements into functional and technical solutions.
- Creating and designing information architecture, wireframe.
- Responsible for devising, creating, and implementing ERP solutions
- Working with the UX & UI designer team to build & deliver websites.
- Managing and controlling product feature roadmaps by working with technical team.
- Suggesting, reviewing & testing of new product features and providing feedbacks to software development team.
- Working with clients to identify the issues faced by clients and coordinate with technical team to fix them.

4) EComNation.in – (Fourth Media Pvt Ltd, Ahmedabad)

Designation: E-Commerce Specialist (Ecomerce Store design & development, product management), Product Manager (Saas Platform, Mobile Apps)

Responsibilities

- Cultivate and manage client relationships.
- Analyse customer needs, and business & its opportunities to design products' features and improve user experience
- Translating business requirements into functional and technical solutions.
- Creating and designing information architecture, wireframe.

- Responsible for devising, creating, and implementing end-to-end ecommerce solutions
- Working with the UX & UI designer team to build & deliver top class webstores.
- Managing and controlling product feature roadmaps by working with technical team.
- Suggesting, reviewing & testing of new product features and providing feedbacks to software development team.
- Working with client relation team to identify the issues faced by clients and coordinate with technical team to fix them.
- Preparing documentation for product features.
- Building and maintaining product release notes for new product features
- Managing projects for mobile apps for client including testing features
- Front end (App & Web) product management
- Managing Feature prioritization, testing, providing feedback for E-Commerce (Saas) Platform.
- Managing Feature prioritization, testing, providing feedback for Mobile apps.

5) Infibeam.com

Designation: Manager, Analytics , Product Management - Risk & Payments
Infibeam.Com, BuildaBazaar.com, ClickMeGo.com

Responsibilities (2009 –2014):

- Responsible for analysing the needs of the business and its customers and coming up with solutions to business problems. Involved in the management multiple small internal projects.
- Managing the work from initial request through time estimation, approval, requirements, build and implementation.
- Writing Business Requirement Specifications that successfully delivered necessary change in a manageable and non-intrusive way.
- Delivering Functional and User Acceptance Testing for the department.
- Leading Risk & Payments operations for Infibeam.com, BuildaBazaar.com, ClickMeGo.com since more than 5.5 years.
- Focussed attempt to strengthen the customer driven approach without diluting product enhancement.
- Advising, Interacting with and feedback to technical team for smooth system implementation.
- Continuous communication and inputs with Business analytics to understand and improvise the processes & team functions.
- Driving and adding SOPs for operations, new initiatives.
- Managing and guiding overall Order system flow.
- Addressing and facilitating resolution of customer issues
- Instructing customer service on payment and operations issues
- Devising standard operations and procedures for business functions.

Exposure:

- Demonstrated success in product launches & execution of marketing strategies
- Continuous interaction with technology team to define and design various online product on individual basis and as part of team.
- Have good hands on exposure of workforce requirements for the projects on going in company.
- Good experience in addressing customer issues including returns.
- Testing of new business initiatives / mechanisms.
- Part of analytics team who monitors customer trends, behaviour and improving usability and traffic of the website.

Projects taken and driven:

- Risk rating Algorithm – setting rules for preventing frauds. Devised algorithm.

- Alternate product offer mechanism – tool for offering alternate product to customer for involving customers, cs, category and payments team.
- Chargeback module – for managing and tracking chargebacks received from payment gateway
- Customer Address Risk Tracker (CART) – Tracking customer address by CART Id built out from taking numerical value from address like Flat no, Block No, Level No, Pincode and storing them sequentially with delimiters. It is for identifying suspicious orders.
- GC automation process – Guiding and providing inputs in building and testing auto issuance tool for issuing GC. Under implementation.
- PreOrder mechanism – Providing inputs and testing Pre Ordering mechanism in order flow at checkout level and payment support level.
- RMA mechanism - Providing inputs / SOP in operating and managing RMAs regarding to payments.

Designation: Program Manager,Infibeam.Com

Responsibilities (2007 –2009):
- Leading team efforts for new vertical - project launch to meet deadline.
- Advising, Interacting with and feedback to technical team for smooth system implementation.
- Coordinating with programmers for functional, data aspects of the project.
- Handling business aspects of the project.
- Handling testing of the new verticals to be launched for infibeam.com portal.
- Managing tie-ups & business relations with vendors and other business partners.
- Working out anti-fraud guidelines for the company.
- Managing customer payments through various payment gateways like CCAvenue, Paypal, HDFC etc.
- Managing Customer service team for handling customer queries and complaints

Exposure:
- Successfully managed projects cars, bikes, mobiles, watches, Cameras – verticals at INFIBEAM.COM, an e-commerce portal.
- Participated in analysis of data, data presentation, testing, and maintenance of the verticals covering user flow, user design on the portal.
- Key role in initiating new project – vertical & working out do's & don'ts for the same.
- Have good hands on exposure of workforce requirements for the projects ongoing in company.
- Good exposure to online processing of orders.
- Managed logistics of the various products offered by the company at initial / small scale.
- Detailed exposure to various PG disputes and chargebacks and successful follow ups on these issues.
- Ensuring due diligence / checks on new partners / vendors / merchants on Infibeam & Buildabazaar.com, merchant platform.
- Identifying risk areas for online transactions happening on the website & scrutinizing Customer profiles.
- Helping customer service team to provide updates /details to customers.

6) **UTI Bank LTD**

 Responsibilities:
- Coordinating with Interbank Clients across geographical locations for confirming foreign exchange deals.
- Leading the liasioning efforts with Middle Offices and Dealers for any discrepancies involving value date, amount, currency, rate and also for missing deals.

General Banking Exposure & Foreign Exchange Experience:
- Interacting with & advising branches regarding Foreign Exchange matters
- Management of import transactions like Direct Payments, Advance remittances against Import.

- Miscellaneous transactions like
  - ✓ Inward, Outward Remittances
  - ✓ Issuance & cancellation of Foreign DD in various currencies
  - ✓ Issuance of Travel Currency Cards.
  - ✓ Handling the encashment of foreign currency cheques.
  - ✓ Purchase, Issuance of various foreign currency and traveller's cheques.
- Handling export procedures like advance payment received.

7) @ computer Institute, Ahmedabad.

Designation: Tutor.

Duration: 7 Months.

Given coaching in computer subjects like

- Oracle – PL/SQL
- c/c++
- VB
- ASP.

8) **Civil Services coaching / Training at SPIPA (Gujarat Government Institute) (Dec 2004 – Dec 2005)**

Cleared test and selected as trainee for coaching for civil services.

Main Projects undertaken (During course of MCA)

1. Company Integration Management System (hypothetical) using VB in sem-3.
2. Human Resource Management (hypothetical) using VB in sem-4.
3. System for Management of Research & Training (SMART) project using ASP & MS Access for Gujarat Council of Educational Research & Training (GCERT), Gandhinagar in semester-5.
4. Secure Communication (Cryptography) using Chaotic Dynamical System using C and JAVA for Physical Research Laboratory (PRL), Navrangpura,Ahmedabad in semester-6.

Main Projects undertaken (During course of MBA)

1. Summer Internship project on market study of Vitamin D drugs and corticosteroids brands at Cadila Pharmaceutical Ltd. Ahmedabad.
2. Comprehensive project on E-commerce initiatives in consumer durable industry.

Personal Details

Date of Birth	14-Apr-1979
Contact Details	Mobile: +91-9429305436
Marital Status	Married
Languages Known	English, Hindi and Gujarati.
Passport No:	M5462203
Skype ID	Ruchir_14
Nationality	Indian
Currently Based at	Ahmedabad