



Vibhor Rampal
+ premium
Featured

Vibhor Rampal

Sr. Product Manager seeking roles in IT Product Management, Program Management, Stakeholder Management, Business Analytics, Product Marketing, Release Management, HCM Analytics, Competitive Intelligence, Machine Learning, Agile, Scrum, SQL, JIRA, Trello

| | |
|---|---|
| Current Designation: Senior Product Manager -IT | Total Experience: 8 Year(s) 0 Month(s) |
| Current Company: ADP Inc. | Notice Period: 2 Months |
| Current Location: Hyderabad / Secunderabad | Highest Degree: MBA/PGDM [Marketing and Business Analytics] |
| Pref. Location: Bengaluru / Bangalore, Delhi / NCR, Hyderabad | |
| Functional Area: IT Software - Application Programming / Maintenance | |
| Role: Product Mgr | |
| Industry: IT-Software/Software Services | |
| Marital Status: Single/unmarried | |
| Key Skills: Sr. Product Manager, IT Product Management, Product Design, Program Management, Stakeholder Management, Business Analytics, Product Marketing, Release Management, HCM Analytics, Competitive Intelligence, Machine Learning, Agile, Scrum, SQL, JIRA, Trello | |
| Verified : Phone Number Email - id | |

Last Active: **Jan-Mar 2021** Last Modified: **Jan-Mar 2021**

Jump to Section

[Work Experience](#) |
 [Education](#) |
 [IT Skills](#) |
 [Work Authorization](#)

Summary

Marketing professional with an experience of 6 years in Data Analysis, Product Development, product roadmap, Service delivery, Business Planning, Product Strategy, Release Management, JIRA, Trello, Rally, Kanban expertise in product enhancements, competitive analysis and product positioning. Disruptive Marketing Strategy involving ATL/BTL and Product/Pricing innovation, Managing Distribution expansion & efficiencies, Distribution formats basis ROI & channel efficacy and Brand & Marcom. Led various transformational projects across various functions, like Telecom sector, Customer Support, B2B & Mobility sales.

Work Experience

ADP Inc. as Senior Product Manager -IT Jun 2017 to Till Date

Leading a cross product portfolio initiative across ADP to reduce paper consumption across all clients, tapping a potential \$29 MM cost impact

Product Manager - ADP Reports & Analytics - New Jersey, USA (Aug 2019 - Oct 2020)

Spearheaded the product vision and roadmap for ADP's Reports & Insights platform, reviewing over 3500+ feedbacks collected from multiple sources

Collaborated with Customer Support, Strategy, Engineering, and Sales teams to define product OKR's and focus areas around reducing client calls, improving user self-service and increasing data monetization

Built a web connector to integrate ADP Analytics with Tableau and Power BI, growing channel sales by 9%

Streamlined the product launch strategy for new Reports & Analytics features, effectively growing pilot clients engagement by 14%

Worked with a team UX designers to re-imagine the customer journey on the Workforce Insights card, using A/B testing, thereby increasing user-traffic by 21%

Launched an in-product embedding feature, connecting Insights to HCM Analytics modules, increasing feature clickthrough rate (CTR) by 16%

Led the exploration and development of Top Performer storyboard feature for manager & executive users using machine learning to predict high flight-risk top performing employees, increasing subscription by 11%

ADP Inc.

Product Manager - ADP Data Products - New Jersey, USA (Jul 2018 - Jul 2019)

Designed a consolidated product feedback system to collate feedbacks across multiple channels, improving client reach out by 37%

Interviewed over 40+ end-users to validate the hypothesis of an automated report scheduling & email feature, reducing the server load by 28%

ADP Inc.

Product Manager Intern- ADP Benefits - New York, USA (Jun 2017 - Aug 2017)

Conducted and led an in-depth competitive intelligence study to identify market trends & strategy for ADP Benefits product portfolio



Important

- Using Free CV Search you have access to featured candidate profiles of Naukri. You can browse through the profiles and email the candidates of your choice directly using the email option provided. To prevent misuse of candidate information, contact details and attached resume of the candidates have been withheld.

- Tata Consultancy Services

as Information Technology Analyst

Oct 2013 to Jun 2016

Devised post-acquisition migration strategy for a European client, successfully migrating 150,000 + invoices

Onmobile Global

as Operations Engineer - Telefonica

Sep 2011 to Sep 2013

Led the development of an e-lottery based B2C app, which led to a 43% increase in monthly active users (MAU)

[^ Back to Top](#)

Education

UG: **B.Tech/B.E. (Electronics Communication and Computer Programming)** from **Guru Gobind Singh Indraprastha University (GGSIU)** in **2011**

PG: **MBA/PGDM (Marketing and Business Analytics)** from **University of Georgia, Terry College of Business - Atlanta, GA** in **2018**

Other Qualifications/Certifications/Programs:
Lean Six Sigma Green Belt

[^ Back to Top](#)

IT Skills

| Skill Name | Version | Last Used | Experience |
|-----------------------------------|---------|-----------|------------|
| Agile & Scrum Framework | | | |
| KANBAN | | | |
| Google Suite, JIRA, Trello, Rally | | | |
| Microsoft Excel, Google Suite | | | |
| TABLEAU | | | |

[^ Back to Top](#)

Languages Known

| Language | Proficiency | Read | Write | Speak |
|----------|-------------|------|-------|-------|
| English | Expert | ✓ | ✓ | ✓ |

[^ Back to Top](#)

Affirmative Action

Category: **General**

Physically Challenged: **No**

Work Authorization

US Work Status: **Authorized to Work in the US**

Countries: **India,Canada,Germany**

Job Type: **Permanent**

Employment Status: **Full time**

[^ Back to Top](#)