**RITUPARNA BERA, PMP, CSM, CSPO**

**Manager – Technology Strategy | Banking & Insurance Transformation| Executive MBA Candidate (2026) – Rotman School of Management, University of Toronto| my**[**rituparna@gmail.com**](mailto:rituparna@gmail.com) **| 905-876-8554 |** [[LinkedIn](https://www.linkedin.com/in/merituparna/)]

**PROFILE SUMMARY**

Outcome-driven technology and business professional with 17+ years of experience across digital transformation, product ownership, testing, and automation within banking and financial services.  
Excels at consultative client engagement, digital sales enablement, and data-driven decision-making. Adept at collaborating across business, marketing, and technical teams to uncover opportunities, design solutions, and deliver measurable results.  
Now pursuing an Executive MBA to strengthen strategic leadership and commercial acumen for roles at the intersection of technology + sales + AI-driven innovation.

**CORE STRENGTHS**

Digital Sales Enablement | Pipeline Growth & Account Planning | Consultative Selling | Customer Engagement | eCommerce Platforms (HCL Commerce, Salesforce MC, Adobe Analytics) | Automation & RPA (UiPath, Blue Prism) | Data & AI Tools (SQL, Python, Jupyter) | Testing & Release Readiness | Agile Delivery (Scrum, Kanban) | Stakeholder & Partner Collaboration

**PROFESSIONAL EXPERIENCE**

**TD Bank Group – Toronto, ON**

**Product Owner – Platform & Technology Enablement | 2022 – Present**

* Lead delivery of automation and data-driven workflow solutions supporting digital sales and customer engagement across Wealth and Retail platforms.
* Collaborate with marketing, analytics, and PMO teams to identify and prioritize digital growth opportunities, increasing efficiency and conversion rates.
* Conduct account-style planning for automation initiatives, managing stakeholder expectations and quarterly outcomes.
* Drive end-to-end testing and quality assurance, including regression, integration, and deployment verification for eCommerce and data platforms.
* Present analytics insights to leadership using SQL/Python dashboards, influencing business decisions and improving time-to-market.
* Recognized for building strong cross-functional relationships that resulted in higher adoption of digital tools and automation use cases.

**Business Analyst – TD Wealth | 2018 – 2021**

* Managed stakeholder engagement for digital channel initiatives and data strategy transformation.
* Partnered with technology and product teams to design automated client journeys that improved sales pipeline visibility.
* Delivered business cases and roadmaps that supported product monetization and operational efficiency.

**Lead Quality Engineer – TD Wealth CPAM | 2014 – 2017**

* Directed quality engineering and test-automation programs for API and client-onboarding systems.
* Collaborated with risk, fraud, and data teams to ensure secure and compliant deployments.
* Improved release cycle efficiency by 30 % through automated test frameworks**.**

**EDUCATION & CERTIFICATIONS**

* Executive MBA (Candidate 2026) – Rotman School of Management, University of Toronto
* Master of Computer Applications (MCA) – University of Kalyani
* B.Sc. (Hons.) in Statistics – University of Kalyani
* Certifications: PMP | CSM | CSPO | UiPath & Blue Prism | Azure Fundamentals (in progress)

**ACHIEVEMENTS**

* Delivered measurable digital adoption and revenue impact through process optimization and analytics.
* Championed test-driven automation improving deployment quality and customer experience.
* Selected for leadership programs emphasizing strategy, data & AI, and customer-centric innovation.

**ALIGNMENT TO IBM DIGITAL SALES SPECIALIST ROLE**

* Digital Sales Mindset: Experienced in consultative selling and identifying cross-sell/up-sell opportunities within TD’s digital ecosystem.
* Outcome Focused: Strong track record of delivering results under tight quarterly targets.
* Cross-Functional Collaboration: Partnered with marketing, technical, and product teams — mirroring IBM’s Digital Sales + Technical Specialist model.
* Data & AI Fluency: Hands-on with analytics tools, enabling data-driven prospecting and account planning.
* Self-Starter & Coachability: Adaptable to fast-paced, hybrid environments; thrives in ambiguity while maintaining consistent execution.