

Shankar Rampalli

Product Manager with 14+ years of experience driving **end-to-end product lifecycle**, from ideation through to successful launches. Skilled in **market analysis**, developing **strategic roadmaps**, and leading cross-functional teams to deliver innovative, **user-centric solutions**. Proven track record in creating **intuitive user interfaces**, formulating **pricing and market entry strategies**, and ensuring projects meet customer needs while achieving business goals. Adept at building business cases, preparing **pitch-ready proposals**, and driving customer satisfaction through product excellence.

Work Experience

GlobalData Plc | Project Manager

Mar 2022 - Present

- Manage a cross-industry product, generating over \$3 million in annual revenue, driving growth through strategic initiatives.
- Collaborate closely with client business leaders to deeply understand their pain points, translating insights into actionable product insights, features, and enhancements.
- Develop and maintain product roadmaps, identifying and prioritizing critical features and upcoming release cycles, while monitoring user metrics to enable data-driven decision-making and ensure alignment with customer needs.
- Create compelling use cases for Product Requirement Documents (PRDs) for client pitches, effectively supporting sales initiatives, and conducting comprehensive product demonstrations
- Bridge product development and client interactions, ensuring a balance between innovative solutions and practical feasibility to meet market demands.
- Focus on customer success by providing thorough training and ongoing support, ensuring clients derive maximum value from the product and fostering long-term relationships.

Evalueserve | Manager

Mar 2019 - Mar 2022

- Developed and launched "InsightsFirst", Evalueserve's first digital product initiative, setting a foundation for future digital offerings.
- Led the end-to-end product lifecycle, from ideation through to implementation, focusing on front-end visualizations and innovative solution delivery.
- Conceptualized new features and designed user-friendly interfaces, working closely with cross-functional teams to enhance product appeal and usability.
- Served as an engagement manager, creating business cases and preparing compelling, pitch-ready proposals to support sales efforts.
- Tracked metrics like Customer Engagement Score to guide product enhancements.

Moody's Analytics | Senior Associate

Aug 2016 - Feb 2019

- Comprehensive analysis of business operations, operating industry, strategic priorities, and financial statements with a focus on various company's assets and energy transition targets
- Creating visually appealing cost curves on Power BI based on various parameters including operational, financial and external
- Preparing in-depth analysis for companies to analyze their market position and competition

MarketsandMarkets | Senior Analyst

Feb 2015 - Jul 2016

- Supervised a team of 10 analysts, overseeing market estimation and outlook reports for the consumer goods and packaging sectors.

Mordor Intelligence | Analyst

Jun 2014 - Jan 2015

- Assigned to establish the Consumer & Industrials division within the company, successfully achieving sales and production targets.

GlobalData Plc | Associate Analyst

Jun 2010 - May 2014

- Began in the oil and gas sector, developed databases, implemented advanced Excel techniques, and authored industry reports.

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Skills

Product Lifecycle Management Sales Strategy
Business Intelligence Product Strategy
Stakeholder Management Product Roadmapping
Data Analysis Market Research Power BI
Cross-Functional Leadership Python Jira
Advanced Excel Agile Methodologies
Business Consulting Customer Success

Awards

Q1 2023 | GlobalData Plc
Quarterly Best Performance Award

Q2 2019 | Evalueserve
Quarterly Best Performance Award

2018 | Moody's Analytics
Create Confidence Award for Best
Team Mentor

Certifications

Certified Data Analyst
- Woxsen University & IBM
Foundations of Project Management
- Google
Finance for Managers
- IESE Business School

Interests

- Photography
- Professional Cricketer
- High Altitude Trekking

Education

B.Tech - Electrical & Electronics
Pondicherry University 2006 - 2010