

ANANYA SINGH

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SENIOR PRODUCT MANAGER - leveraging +11 years of experience

Accomplished Product Manager with 11 years + extensive experience leading cross-functional teams in the planning, development, launch, and management of world-class SaaS solutions. Blend technology skills with extensive Agile/Scrum experience, a marketing orientation and analytical abilities to evolve product strategy. Prioritize and manage various projects while adhering to specs and financial constraints.

Adept at managing multiple projects and adjusting to frequent change in variables and project direction throughout. Strong skills communicating with diverse internal teams to effectively guide all phases of short- and long-term projects.

PROFILE SUMMARY

- Proficient in translating product strategy into detailed requirements for prototype construction and final product development by engineering teams
- Adept at analyzing market data to develop sales strategies, and define product objectives for effective marketing communications plans
- Gained expertise in collaborating closely with engineering, production, marketing, and sales teams on the development, QA, and release of products and balance of resources to ensure success for the entire organization
- Skilled at developing product positioning and messaging that differentiates and its features across primary market segments

CORE COMPETENCIES

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|--------------------------------|------------------------------------|-------------------------------|
| ▪ SaaS Solutions | ▪ Team Leadership | ▪ UX / UI Design |
| ▪ Market & Competitor Research | ▪ Test-Driven Development | ▪ Troubleshooting & Debugging |
| ▪ SDLC | ▪ Scrum Methodologies | ▪ Product Roadmaps |
| ▪ QA Testing | ▪ Financial Modeling & Forecasting | ▪ Product Management |

PROFESSIONAL EXPERIENCE

ICS , Pune

Jan. 2018 – Sept. 2021

Senior Product Manager

- Lead teams of 20+ development, engineering, product, design and marketing professionals in all phases of custom product solutions delivery from requirements gathering through build, test phases, QA, launch and support for banking and financial services clients.
- Managed concept-to-launch of commercial banking front-end solution enabling real-time monitoring of online customer transactions. Top-selling product has generated \$15M+ since its 2018 launch.
- Completed development and global market launch of cutting-edge SaaS solution for payment activity, accelerating average transaction-processing time from 24 hours to less than one minute.
- Led development of a suite of mobile apps providing bank customers with the ability to complete fast, secure transactions (e.g., account-to-account withdrawals, transfers, deposits and payments) as well as balance inquiries via mobile devices.
- Ensured products met or exceeded client expectations. Excelled at gathering feedback and requirements; communicating needed changes to development team; and overseeing seamless, high-quality rollouts to on-time and on-budget conclusion.
- Developed a deep understanding of the business objectives of internal and external stakeholders; evangelized the product vision and built trust by maintaining an accurate and achievable roadmap.

NatWest Group, Pune

Apr. 2014 – Dec 2017

Product Manager

- Conducted ongoing market research and competitive analysis to possess in-depth knowledge of markets, procedures, customers, and products.
- Collaborated with the global sales team and marketing management on the development and implementation of strategic & tactical plans to ensure profitability and growth for all assigned products/procedural areas.
- Worked closely with the commercial team to increase product adoption and utilization through the development of sales collateral, tools and programs.
- Identified issues, opportunities and associated strategies within assigned procedural areas through frequent conversations and interactions with customers and global sales team.
- Communicated product and competitive updates to the global sales team.