

Mohammed Akram Akbar

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PROGRAM MANAGEMENT | PRODUCT DEVELOPMENT | OPERATIONS

A seasoned Technology & Strategy professional with over 8 years of experience in Product & Program management. Highly skilled in product requirement scoping, roadmap planning, stakeholder management and data analytics. Execution expert, adept at leading cross functional teams & managing varied stakeholder interests while shipping world class products.

KEY COMPETENCIES AND SPECIALIZED SKILLS

Product & Program Management | Operations Management | PRD & Roadmap planning | Feature development | JIRA | Scaling & Growth | Confluence | SharePoint | Figma | Wireframing | Triaging | User Stories | CRM | Webservices & APIs | SQL | Python | R | Tableau | SAFe Agile | Scrum Management | Kanban | Waterfall Development | Risk Management | Data Visualization & Dashboards | SDLC | User Acceptance Testing |

PROFESSIONAL EXPERIENCE

PROGRAM MANAGER | Saloncentric (L'Oréal) – San Diego, CA Sep. 2022 – Present

- Overseeing the Data Driven Experience program at Saloncentric, working with multiple stakeholders viz. CRM & activations, data science and outbound team. Successfully launched 3 major campaigns, resulting in approximately 18-22% uptick in engagement/sales during campaign period.
- Led the proBMDM initiative, successfully identifying placement of user preference questions across website and mobile app. Performed data analysis to decide number and nature of questions to be asked across journey points, and used data driven insights to get engineering and product buy in. Project is undergoing implementation, with Q3 go live target.
- Responsible for the end-to-end analysis, design, marketing of the customer tax awareness program, customer's tax liability were forecasted using existing spend data. Campaign had a 12% higher CTR than other engagement campaigns.
- Facilitated live interactive awareness classes using Zoom to educate teams and senior management about the Data Driven Experience Program, its objectives and how it supports various key strategic objectives.
- Owned cross functional strategic planning with stakeholders to integrate Qualtrics survey platform into digital customer journeys. Project in testing phase with implementation slated for early Q4.

LEAD – PRODUCT DEVELOPMENT | Dexlock Technologies – Kochi, India Jun. 2020 – Jul. 2021

- Led end to end development and deployment of white labelled e-commerce product platform built for legacy retailers. Product licenses were acquired by leading retailers in the Middle East for INR 7 Million cumulatively.
- Drove transformation plan for the organization, turning it from legacy software services to a product first organization. Successfully hired & trained a team of product owners, resulting in the e-commerce product being ready for deployment within 6 months of the induction process.
- Managed 4 agile scrum teams across the development cycle with focus on key features & functionalities. Successfully developed a MVP for marketing demos within 90 days, helping showcase & gauge customer sentiment for the product.
- Provided weekly in-person and written briefings regarding development impact issues to senior management and executive leadership. Made recommendations that used critical thinking, SWOT analysis, and risk mitigation to solve problems; resulted in more efficient decision-making and resource allocation.

PRODUCT MANAGER | Mobme Wireless Solutions (Geckolyst) – Kochi, India Jul. 2017 – Mar. 2020

- Custodian of the data dashboarding process, working with key stakeholders across Vodafone to deploy Geckolyst (customer experience management platform) across the organization. Successfully developed and delivered a robust platform with close to 22 dashboards & reporting options, with access to data based on user level in compliance with Vodafone's security standards.
- Managed team of six (3 engineers, 1 DevOps specialist, 1 Data Scientist, 1 UX expert) through two product pivots before final delivery, based on stakeholder feedback and usability studies.
- Designed and conducted training workshops for Vodafone employees, to create awareness and how to use the Geckolyst platform. Over 200 employees directly benefitted from these training workshops, across multiple divisions.
- Increase in overall NPS of 8 points at Vodafone, within 90 days of the platform going live, proving the immediate value add it had to Vodafone's customer experience metrics & strategy.

- Recommended changes in user flow process across 2 touchpoints based on survey data collected on the platform. Proactive resolution & close looping resulted in each touchpoint showing increase in NPS by 12-15 points.

AVP - GROWTH | Backwater Technologies (Chillr) – Mumbai, India

Apr. 2015 – May 2017

- Achieved 200,000 user acquisitions in 10 months, adopting a product led growth framework based on funnel optimization, user experience, marketing mix across channels and product activations.
- Identified customer use cases, user stories and developed user persona's to drive product feature prioritization and maintained backlog. Growth was prioritized as driver of product decisioning & this showed with month on month average user increase of 20% over 15 months.
- Improved user funnel, leveraging user experience data across web and mobile touchpoints to identify & prioritize feature development. This resulted in an increase of organic user acquisitions by 33% over two quarters.
- Designed and implemented the user segmentation program, to customize user communication and engagement measures across very similar cohorts. Customized outreach helped Chillr have a user retention rate of 40% by 2017, the highest amongst Fintech consumer mobile apps at that time.
- Partnered with in-house Data Science team to identify potential bad faith transactions or user behavior. Initiative identified users engaged in referral incentive fraud early on and helped save INR 1.7 Million towards potential incentive fraud.

ASSISTANT PROGRAM MANAGER | Mobme Wireless Solutions (Governance) – Trivandrum, India

Jul. 2012 – Apr. 2015

- Responsible for operations of the SMS governance platform that serviced multiple offices and departments within the Indian state government of Kerala. Platform required constant changes/upgrades depending on fluid requirements, successfully managed this and ensured 95% system availability surpassing service level targets.
- Developed the digital experience program for the state's tourism department, implementing tourist experience touchpoints at places of interest across the state. Digital kiosks, IVR, SMS and mobile internet were the touchpoints used & the program was successful with touchpoints registering a million new unique users every month.
- Evaluated digital/technical requirements of state government departments/offices to understand viable and feasible projects and briefed the assessment to Senior management to incorporate into their strategy thought process.

EDUCATION

MASTER OF BUSINESS ANALYTICS (MSBA) University of California, San Diego, Rady School of Management

Dec. 2022

Relevant courses: Web Data Analytics; Business Analytics; Collecting & Analyzing Large Data; Customer Analytics; SQL & Tableau; Cloud Analytics; Organizational Strategy; Analytics in Finance & Marketing; Product Management

BACHELOR OF TECHNOLOGY (BTECH), MECHANICAL ENGINEERING University of Kerala, Trivandrum, India

May 2012
