



# ANKUR KUMAR

## CONTACT

-  (510) 944 7616
-  ankurkumar@berkeley.edu
-  akumar90.github.io
-  linkedin.com/in/ankurkr
-  6401 Shellmound St, #7312,  
Emeryville, CA 94608

## TOOLS / APPLICATIONS

### Managerial Tools –

- MS Visio
- MS Project
- JIRA
- HP QC

### Programming Languages –

- JAVA
- SQL
- Python

### Front-end Integration –

- XML
- JSON
- REST

### Others –

- UNIX Shell scripting
- Selenium
- Natural Language Processing

## EXPERTISE

- Lean/Agile Product Management
- User centric Product Development
- Rapid Prototyping & User Testing
- Innovation Management
- A/B Testing & Workflow testing

## RELEVANT COURSEWORK

- Design & Development of Products
- Haas@Work – Innovation Management
- Managing in Information Intensive Firms

## AWARDS & CERTIFICATIONS



**Content Analytics – Outstanding work**  
Award for outstanding work on handling clients, and application improvement.



**Project Award - Deloitte**  
Award for demonstrating exceptional PM skills in leading a critical project.



**Spot Award - Deloitte**  
Award for delivering quality objects for critical functionalities in a week.



**Spot Award - Deloitte**  
Award for unparalleled contribution to an E-Commerce Project.



**Agile/Scrum Certification - Deloitte**  
Certification (Deloitte Internal) for Agile/Scrum methodologies.

## WORK EXPERIENCE

### Technical Product Manager

Content Analytics Inc.

(July 2017 – Present)

#### Responsibilities:

- Managing 10s of clients with cumulative contract value of over \$1 Million, and working to deploy features on a weekly deployment process.
- Reverted attrition for major clients, converting them into upsells for up-to 150% of their current contract value, by working on aligning features with customer needs, & application stability.
- Re-defined product strategy to define distinct workflows for suppliers & manufacturers.
- Currently working with developers to thoroughly re-design the application to pivot towards a solution for both suppliers and retailers, while improving performance, automation & stability.
- Started & working on expanding API syndication network from 0 to 6 major global retailers.

### Product Manager Platform Intern

FireEye Inc.

(May 2016 – August 2016)

#### Responsibilities:

- Successfully planned a critical product release with features valued for over \$200 Million, for global customers, within a challenging timeline of 3 months.
- Developed roadmaps for multiple project teams, working on different products, to define an effective go to market strategy, and maximize the net revenue.
- Presented recommendations to senior leadership for changes in Project Management process, to improve co-ordination between teams, and reduce the execution time by about 20%.

### Business Technology Analyst

Deloitte Consulting LLP

(Jan 2013 – June 2015)

#### Responsibilities:

- Led a team of 5 developers to deliver a critical E-Commerce release for a \$ 21 billion telecommunications organization, delivering functionalities affecting over 61 million customers.
- Defined application's technical and business design specifications, conveyed requirements, and provided insights into business needs to the development team for an upcoming release.
- Contributed to develop training programs to instill out-of-the-box thinking among developers.

#### Development tasks:

- Developed and implemented functionalities on global scale for an E-Commerce platform (IBM WCS, Java), and integrating with Front-end applications using REST Web-Services / JSON.
- Increased customer retention by upgrading Customer Support, improving search capabilities, and efficiency of client's web-based E-Commerce application to enhance customer experience.

## PROJECTS

### Haas@Work – User driven innovation for corporate strategy for Vanity Fair

**Description:** Drove a “user centric feature design process” to develop new ideas for managing digital technology & innovation across the brand portfolio of *Vanity Fair*.

### Re-Designing Interiors for Autonomous Vehicles – In Collaboration with FORD

**Description:** Creating empathic spaces – a collaborative project with Ford to utilize the Product Innovation process to re-define the interior interactions for autonomous vehicles.

### Camera Chameleon – Find the camera that's best for you

**Description:** Using expert and user reviews to categorize and rank different camera devices, which are then matched to different users based on needs and usability assessment.

## EDUCATION

### University of California, Berkeley, CA

(Fall 2015 - Spring 2017)

Masters in Information Management & Systems (MIMS)

*Focus Area:* Technical Product / Program Management

### Birla Institute of Technology, Mesra

(July 2008 – May 2012)

*Major:* Bachelors' of Engineering in Electronics & Communications