

# ANKUR KUMAR

## CONTACT

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## TOOLS / APPLICATIONS

### Tools –

MS Visio                      MS Project  
JIRA                              HP QC

### Programming Languages –

Python                      SQL                      JAVA

### Front-end Integration –

XML                      JSON                      REST

## EXPERTISE

- Agile Product Management
- Machine Learning, & Natural Language Processing
- Predictive Analytics, and Recommendation Systems
- User centric Product Development
- Rapid Prototyping & User Testing
- Competitive & Market Analysis
- A/B Testing & Workflow testing
- Product Roadmap Development

## AWARDS & CERTIFICATIONS



**Content Analytics – Share of Awesome**  
Award for outstanding communication & pro-active assistance to colleagues.



**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

### Moovweb

Platform Product Manager (Developer Experience)

(Aug 2020 – Present)

#### Responsibilities

- Ownership of platform's developer experience, aimed at increase feature adoption, user signup conversion, and overall customer satisfaction.
- Supporting marketing & support channels to increase customer conversion rates by 10%.
- Creating product feedback process for User testing and internal dogfooding integration in SDLC.

### Content Analytics Inc.

Sr. Product Manager  
Product Manager

(Jan 2019 – Aug 2020)

(July 2017 – Dec 2018)

#### Responsibilities

- Ownership of platform's analytics & recommendation systems, aimed at improving conversion rates of customers interacting with product pages.
- Spearhead identification of new market segments & deliver new products targeting eCommerce Retailers to gain First Mover Advantage, increasing ARR by 20% in the 1<sup>st</sup> year.
- End to end product feature management, including transforming customer needs to technical requirements, and sprint management for timely feature deployment.
- Develop & review application architecture, UI designs, and database designs for feature improvements & new implementations, including creating success metrics.

#### Achievements

- Prevented attrition for clients, converting them into upsells for up-to 150% of their contract value.
- Created QA & PM processes to streamline feedback integration, and provide better visibility into product roadmap across the company, to successfully deploy up-to 50 features every sprint cycle.

### FireEye Inc.

Product Manager Intern - Platform

(May 2016 – Aug 2016)

#### Achievements

- Successfully planned a critical product release with features valued for over \$200 Million.
- Developed roadmaps, and an effective go-to-market strategy to maximize the net revenue.
- Updated Project Management process, to reduce the execution time by about 20%.

### Deloitte Consulting LLP

Business Technology Analyst

(Jan 2013 – June 2015)

#### Responsibilities

- Define application's technical and business design specifications, conveyed requirements, and provided insights into business needs to the development team for an upcoming release.
- Create & manage product roadmaps, and application architecture, and implement scalable & robust features with-in challenging timelines.

#### Achievements

- Led team of 5 developers to deliver a critical E-Commerce release, delivering functionalities affecting over 61 million customers.
- Increased customer retention by upgrading Customer Support, improving search capabilities, and efficiency of client's web-based E-Commerce application to enhance customer experience.

## SOME OF MY INTERESTING PROJECTS

**Innovation Management (Vanity Fair)** – 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 (FORD)** – Worked on a collaborative project with Ford to re-design user interactions for semi-autonomous and autonomous vehicles.

## EDUCATION

University of California, Berkeley, CA

(Fall 2015 - Spring 2017)

Master's in information management & Systems (MIMS)

*Focus Area: Technical Product Management*

Birla Institute of Technology, Mesra

(July 2008 – May 2012)

*Bachelor of Engineering in Electronics & Communications*