

# Allan Rose

## Business Analyst-Product | FinTech & Digital Solutions

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Data driven Product Professional with 5.5+ years in the digital product space, specializing in fintech. Proven in scaling products and driving growth through strategic thinking and entrepreneurial drive. Skilled in analyzing market trends, defining user needs, and translating them into scalable, high-impact solutions.

### Relevant Experience

#### Crimson Interactive *(language, editing, and publication support for academic and research content)*

##### Business Analyst - Products | Nov-23

- Managed the the end-to-end product lifecycle of a Client profiling dashboard, from ideation to execution, resulting in an 18% improvement in client conversion rates. Awarded the title of Upcoming Crimsonite - 2025.
- Integrated payment gateway features (e.g., split payments, real-time settlements, multi-currency support) based on client feedback to drive adoption and transaction growth.
- Leveraged data-driven insights, market research, and client feedback to strategically cross-sell and upsell services, resulting in a 12% uptake for a partner brand.
- Led a cross-functional team to deliver client-focused solutions to 80+ B2B clients, generating over 1,200 assignments for the company. Received the Best Team Award in June 2024.
- Resolved a process inefficiency by creating a user-centric software, saving approximately 0.75 resource hours per day.
- Defined and tracked key success metrics, iterating on features based on performance data and customer needs.

#### NTT Data Payment Services *(A Payment Aggregator offering digital payment solutions like PG and POS)*

##### Key Account Executive - Business | May-22

- Built and nurtured relationships with 132 enterprise clients to uncover payment-related pain points and business goals, prioritizing insights from senior stakeholders to inform product strategy and roadmap development; resulted in 72 regularly transacting clients.
- Converted 12 high-impact client requirements into scalable, user-friendly product features, directly influencing the roadmap and enhancing the payment experience; contributed to a 7% increase in transaction volume for a key enterprise client.
- Collaborated cross-functionally with sales and customer success to drive product adoption and expansion via consultative upselling; used client feedback loops to inform iterations and improve retention across enterprise accounts.

#### Churiwala Securities Pvt. Ltd. *(Broking, trading, and investment advisory solutions.)*

##### Associate | Nov-19

- Defined and documented product requirements by collaborating with stakeholders, analyzing user needs, and translating business goals into clear, actionable specs for development teams.
- Partnered cross-functionally with engineering, design, and commercial teams to streamline processes, ensure compliance, and deliver scalable financial product features.
- Used data and market insights to identify product gaps, inform roadmap priorities, and drive continuous improvement through go-to-market support and post-launch analysis.

### Areas of expertise

**Product Management:** Product Ownership, Data-driven Decision Making, Stakeholder Management, Process-Development, Client Journey, KPI Definition & Tracking, B2B/B2C, Story Boards, AI

**Tools:** JIRA, ASANA, Bolt - AI, Notion, Figma, Tableau, N8N

**Strategy:** Product Roadmaps, Competitor Analysis, Agile/Scrum, Go-to-Market Strategy, Prioritization Frameworks, Product Lifecycle Management, A/B Testing, Artificial Intelligence.

**Design:** Design Thinking, UI/UX, Wireframes, Prototyping, Usability Testing, Customer Journey Mapping

### Education and Certification

**Smt, M.M.K college of Commerce and Economics.**

**Bachelors In Financial markets (BFM) | 2021**

Worked on two case studies that helped me leverage my analytical, client feedback, and collaboration skills.

**Lala Lajpatrai Commerce and Economics.**

**Higher Secondary Education (HSC) | 2018**

**Arificial Intelligence Certification**  
**Product School | 2025**

**Business Analysis**  
**Upgrad | 2024**

**Digital Marketing.**  
**Google Skillshop | 2023**

**Project Management**  
**Udemy | 2022**