

# 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.
- 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 by engaging senior stakeholders to uncover their business needs, pain points, and strategic goals, resulting in 72 regularly transacting enterprise clients.
- Translated 12 unique requirements into a user-friendly product solution and roadmap tailored for a major client, leading to a 7% increase in transactions for the company with that client alone.
- Negotiated with key decision-makers and drove account growth through consultative upselling and cross-selling, contributing to revenue expansion and client retention.

### Areas of expertise

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

**Technology:** JIRA, ASANA, Bolt - AI, Notion, Figma, Tableau, N8N, Artificial Intelligence

**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

Lala Lajpatrai Commerce and Economics.

Higher Secondary Education (HSC) | 2018

UpGrad. Business Analytics   2024	Digital Marketing. Google Skillshop   2023	Project Management Udemy   2022	Generative Aritificial Intelligence Great Learning   2022
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