# Ankur Aggarwal

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US Work Authorization: Permanent Resident / Green card

## Strengths

- **Customers**: Gathering deep insights through data analysis as well as primary and secondary consumer research
- **Business**: Delivering business growth through scalable technology products as well as tactical scrappy solutions
- **Product**: Setting product vision and strategy; launching V1 products and growing them to scale
- **People**: Building and leading strong teams consisting of product, design and operations professionals
- **Stakeholders**: Influencing without authority across functions (design, engineering, marketing, finance) and geographies (US, EU, India, China)
- **Technology**: Enabling strong tech foundation by building future ready technology faster, cheaper and better
- **Metrics**: Managing with data including defining success metrics, owning goals and tracking progress against them
- **Processes**: Using agile methodologies to develop complex initiatives thus delivering customer value faster and better

## Education

Certificate: AWS Certified Solutions Architect Associate (managed by AWS certifications) – Oct 2019
Masters: Post Graduate Program / MBA from Indian School of Business (ISB) in India – Jun 2007
Bachelors: Electrical Engineer from M. S. University in India – May 2003

## Professional Experience

### Amazon (Jan'2012 to Present) | Product Management and Business Leader

Fintech / Lending (Jan-2019 to present) – I led product management with the key focus on delivering business growth through new product initiatives and setting up the program to scale in the long term.

- Defined the key business goals and set up tracking processes, thus streamlining the efforts across stakeholder teams
- Led the first comprehensive customer insights study including analysis of product data and primary consumer research
- Refreshed the end to end customer experience that improved customer satisfaction rates by 2x

Alexa-enabled kitchen appliances (Aug-2017 to Dec-2018) – I led the initiative to launch a V1 Alexa device that included ownership of the business model and cross-functional collaboration for hardware device development.

- Launched world's first Alexa enabled microwave that included many presentations to Amazon CEO
- Set up a new business model with multiple revenue streams to balance the heavy investment required in hardware products
- Built cross-org relationships and set up a new operating model that ensured timely product launch at high quality

Prime for Students (Sep-2014 to July-2017) – I led member acquisition that included owning student membership goals, product ideation and execution as well as leading the product and design team.

- Identified new drivers (sign-up friction) to the member acquisition funnel and launched machine learning based student verification that improved sign-up rate from 4% to 8+%
- Increased program attractiveness for customers by introducing Prime Video benefit for student members
- Launched multiple acquisition and retention drivers that increased the paid members in the program 2X in under 2 years

Junglee.com (Jan-2012 to Aug-2014) – I was the key product manager on Junglee.com responsible for initial launch, customer insights as well as user generated content.

- Built and launched Junglee.com, Amazon's first consumer product for the India market
- Launched contributor recognition program and developed an online community of content creators that improved the new reviews add-rate from 50 in Apr'2012 to 1662 in Dec'2013
- Launched the company's first cross-geography reviews sharing initiative that improved the view weighted product reviews coverage from 5% in Apr'2012 to 47% in Dec'2013

### Logitech (Mar-2011 to Dec-2011) | Product Manager in the Smart Home group

- Launched Android and iOS apps for Logitech universal remotes increasing the engagement rate by 50%
- Launched new universal remote setup solution that reduced the average setup time from 10+ min to under 5 min

### OnMobile (Jan-2008 to Feb-2011) | Product Manager in the Mobile Entertainment products division

- Launched Voice Music Search functionality in the mobile portal that increased the song download rate from 10% to 16%
- Built the Regional News product that increased the news membership from 1k to 500k paid members in 1 year

### Infosys (Jul-2003 to Apr-2006) | Software Developer in Banking Division

- Implemented cheque-processing system for a leading American bank

## Non-professional Initiatives

Active volunteer with the Seattle chapter of Food for Education initiative (Akshaya Patra). Raised $100K+ from the chapter in 2017, $150K+ in 2018, and on track to raise $200K+ in 2019.