**Sumathi Chandrashekara**  
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**PERSONAL SUMMARY**  
  
Experienced, disciplined, and highly-motivated IT Professional with a total of 8.5 years of work experience with an in depth experience as a Product Manager in CRM Domain and Pre Sales experience in a HRMS solution. Exposure to diverse Clients across the globe primarily US, Australia, UK, UAE etc. An accomplished and fluent performer with strong investigative, problem-solving and decision-making skills, combined with a pragmatic approach and sound business acumen. A solid career professional with a verifiable track record in fields such as analysis, building Enterprise Solutions, business process mapping and Customer interaction.

**CAREER RECORD**

**Spire Technologies & Solutions Pvt. Ltd**

**Manager – Presales - (October 2014 till date)**

KRAs:

* Solution Preparation/Proposal based on Customer’s Requirements
* Engaging with decision makers and analyze prospect and customer needs
* Designing the technical response to RFPs/RFIs and be part of the strategy definition with the

Sales team.

* Demonstrating and presenting the solution and its value.
* Creation of [Marketing](http://en.wikipedia.org/wiki/Marketing) Collaterals, Competitive Analysis documents
* Conducting Proof of Concepts, and pilots.
* Participating in the recruitment and development of business partners
* Conducting seminars and participating in tradeshows.
* Training customers on the solution and supporting them in the implementation.
* Communicate with Engineering on issues identified from field observations and customer feedback

**Talisma Corporation Pvt. Ltd  
PRODUCT MANAGER/PRODUCT OWNER (October 2009 – October 2014)**

Responsible for analyzing customer needs and drawing solutions to their business use cases. Manages Product releases which encompass multiple projects inclusive of Product Enhancements and Maintenance releases.

KRAs:

* Defines business requirements & Interface with customers, partners & sales for requirements, positioning & roadmaps.
  + Analyze CRM market requirements for Higher education and BFSI verticals.  
    - **Prioritization of requirements**, based on interactions with Internal and External Stakeholders.
* Being a key stakeholder in the product release cycle, uses **SCRUM** methodology to manage the whole Product Release cycle which involves maintaining the Product Backlog, Sprint planning and manning the Release retrospective meetings.
  + Manage process to streamline the delivery model from requirements gathering (Sales/Pre- sales/Services teams) to Engineering Release
  + Manage and guide team (BA, UX, Dev) on building new CRM product on the web
  + Active participation in feature conceptualization, architecture and design reviews
  + Mentor Business Analysts and UX team on **requirements/solution design**
  + **UI-UX** wireframe concept design and reviews
* Engage in product demos, feature showcase and **presentations** to customers (including **International** Customer Conferences), **Prospects** (Pre-Sales demos) and **Partners**
* **Vendor** management - Strategize and plan for third party integration with vendors
* Manage the enhancement portals, release planning and **feedback mechanism**.
* **Product Collateral** Generation with the Marketing team.
* Drive **Beta programs** and manage user feedback for success through adoption and coverage.
* Plan and implement **Go-to-market strategy** for new product releases
* Interface with Customers, Partners & Sales for key product requirements across various industry verticals
* Translate customer & partner needs into product requirements via idea documents & PRDs
* Track development/test plans, PRDs & change requests with DEV and QA teams
* Work with engineering, 3rd party and QA to design, develop, and test within release timeline
* Experience in defining and delivering commercial products and working across the entire product lifecycle to International markets.
* Showcased various products at Talisma’s annual Customer and technology conference held in Orlando, Florida, USA

**Mphasis – EDS**

**Software Engineer (Sept 2008 to Oct 2009)**

KRAs:

* Worked as single point of contact for FedEx Express’ IT Support Organization. Leading day-to-day Incident Management to ensure optimal incident recovery and up-to-the minute communication to client(s).
* Ensuring adherence to a Continuity of Business Plan and other key defined processes to ensure smooth workflows (internal and external) and compliance with Service Level Agreement mandates.

**Financial Objects India Ltd. (Temenos India)**

**Software Developer (May' 2007 –April 2008)**

Project: Active Bank was the proven end to end core banking product developed on Microsoft platform. It is a new generation advanced applications suite, designed to meet the core banking requirements of financial services organizations (UK based building societies in particular) involved in retail or wholesale banking. It is an n-tier web application with both web UI and Webservices as primary interfaces interacting with common set of business components.

KRA: Involved in development and debugging of all the major modules of the product- Investments, Mortgages. Provided periodic inputs to Activebank in order to maximize the utility of the application and to ensure scalability to meet emerging business needs.

**CLI3L (ITC InfoTech)**

**Technical Support Representative (Aug' 2006 - Apr' 2007)**

PeoplePC - International ISP provider.

KRA: Technical troubleshooting & on-call support to the customer issues. Key areas of work included the installation and 100 % uptime of the ISP to achieve complete customer satisfaction.

**KEY PROJECTS**

1. Solution – Proof of Concept creation for a Search Engine for achieving operational efficiency in Applicant Tracking Systems and bringing in governance to HRMS solutions.
2. Enhancements on the Talisma CRM product catering to the **Higher Education domain.** Includes Technical Debt releases – integration with Microsoft Office products etc.
3. **Web based Client (B2B product)** - device-agnostic product called as Web client, Mobile Client, etc. which are supported on Tablet and Smart devices running on Android and iOS.
4. **Forms builder (B2C):** ability to build highly configurable and customizable UI web forms that can be integrated to your website.
5. **Customer Portal (B2C):** point of communication between the Students and the Universities. Device and browser agnostic Portal can be integrated with your website comes with its own Student registration and advanced web-parts configuration etc.
6. Business object modelling and redefine **Student Life cycle management** (Applicant to Alumni) **(B2B)** - Fusion **Connector** product between Talisma CRM and CampusVue SIS systems
7. **Chat solution (B2C product)** – device & browser agnostic Chat solution offering features like pro-active and re-active Chat to consumers on your website with advanced Routing and integrated Analytics.
8. Integration with the **Business Intelligence tool** – eThority to get advanced Analytics solution to the existing CRM base.
9. **Social CRM** product: built an advanced customer experience management framework to integrate with social platforms (like LinkedIn, Twitter & Facebook) in addition to leveraging it as a marketing channel.
10. **Knowledgebase**: Integration with a Knowledgebase solution to support Customer Interaction supported by a centralized KB solution.
11. **Copy configuration**: in-house tool built to compare & copy configuration between UAT & Production systems.

**KEY COMPETENCIES AND SKILLS**

|  |  |  |
| --- | --- | --- |
| Product Management | Business Requirements | Project Execution & Delivery |
| Product lifecycle management | B2C Web applications | Business Analysis |
| Roadmap - Product Planning | Requirements elicitation | Enterprise solutions - Functional Design |
| Enterprise Architect | CRM & Workflow | Agile-SCRUM |
| UX & Web Solutions design | TFS | SQL |
| Pre Sales POC & Pilot program | HRMS & ATS | Solution Architecture |

**EDUCATIONAL SUMMARY**

•M.B.A- Operations Management -Symbiosis Institute of Distance Learning – March 2011

•B.E. (Telecommunication) from Dr. Ambedkar Institute of Technology – June 2006

•NIIT Institute Accelerated NIIT course for engineers (RDBMS, SQL Server)

**REFERENCES** - available on request.

**ACHIEVEMENTS**

* Bagged the ‘Star Performer’ award for exemplary efforts in development of Talisma’s integrated solution with Campus Vue SIS product.
* Received the ‘Star Performance – Bonus’ award for leading critical efforts on multiple projects simultaneously.
* Presented at the Annual Conferences held in Orlando (US) - held trainings for International customers from all geographies.
* Played a pivotal role & is the Lead Product Owner for Talisma’s 2 main releases in two years.
* Managed the whole Higher Education vertical product single handedly after the Business Unit split.

DOB: 1st April 1985  
Marital status: Married  
Languages: English, Hindi and Kannada

Date: February 4, 2015

Place: Bangalore