ARUSH SHARMA, MBA

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SUMMARY

- Experienced Product Manager with 7 years of expertise in new product development, business analysis, project management. Adept in strategizing technical implementations with cross-functional agile teams.
- Leading user requirements to translate customer & business needs into data-driven products. Utilizing strengths in Product Management, People Management & Nurturing Stakeholder Relationships to deliver tangible business value.
- AWS Certified Solutions Architect Associate (2023) - Proficient in cloud architecture and building scalable solutions
- Masters of Business Administration in International Business, MDI Gurgaon (*Ranked among top 10 B-schools in India*).

SKILLS SET

ANALYTICS & DATA	Tableau | Microsoft Office Suite (Excel, PowerPoint, Word) | SQL | Jenkins | Confluence | Salesforce
PROGRAMMING	JavaScript | AngularJS | NodeJS | jQuery | HTML5 | CSS/SASS | Python | Git | AWS Cloud
PRODUCT MGMT.	Requirement Gathering & Specification | Prototyping/wireframing/mockups | User Personas | Product road-mapping | JIRA | Agile Project Management | Stakeholder Management | Detail-oriented | Data-driven Problem-Solving | Market Research

PROFESSIONAL EXPERIENCE

Senior Product Manager   May 2022-Present
AMDOCS (Vindicia), Toronto, Canada
SaaS based Subscription billing & Retention Platform that offers holistic solutions throughout the entire Subscriber lifecycle

- Managed the complete **product lifecycle**, overseeing research, specifications/PRDs, stakeholder buy-in, daily scrum activities, prioritization, refinement, documentation, release, and adoption phases
- Collaborated with Sales, Operations & Customer Success teams to prioritize features, bugs, & investigations while integrating merchant requirements from industry leaders such as **Adobe, Chase, and New York Times**
- Led security upgrades for **PCI DSS 4.0 certification** (from v2.3), ensuring security & compliance of vital financial data, including credit cards. Employed **AWS KMS & HSM** to mitigate risks of loss, theft, modification, & unauthorized access
- Led performance & optimization initiatives, slashing processing time for ~**250,000** daily payment transactions from 11 hours to **less than 3 hours**. Achieved significant cost savings of **$95,000/year**
- Spearheaded strategic initiative with architects, to transition **monolith to microservices** in AWS Cloud (40% completed)
- Led research & integration of the digital identity & user lifecycle management product, incorporating features like **IAM, SSO, MFA**, & Customer Self-Service. Achieved savings of **200+ hours/month** in **manual** efforts while enhancing security
- Successfully led the integration of the Flatfile tool, resulting in an impressive **64% reduction in onboarding time** for merchants' data correction and automation during transaction submission phase
- Contributed to dev. of **key features** for new Retain Web portal like reporting, dashboards, & transaction journey/flows
- Advocated for Users through **User interviews, A/B testing, Heatmap analysis** to drive decision making
- **Volunteered** to create onboarding processes & plans for new joiners in the Product team, incorporating documentation, product demos & quizzes, resulting in a ~50% reduction in onboarding time

Product Manager   Oct 2020-March 2022
IDFC FIRST BANK, Mumbai, India
India's one of the fastest growing banks focusing on the next billion users consisting of next-gen Consumers and Entrepreneurs

- Owning product vision & strategy to build **Personal Lending Platforms** leading topline revenue growth of **45% over past year**
- Translating business needs into detailed feature requirements and driving programs from **concept to implementation**
- Designed & developed **Performance Dashboards** to track various KPIs to reduce manual reporting time by **100+ hours/month**
- Leading multiple process enhancements, deep dives to analyze & fix gaps in processes to enhance business metrics
- Built effective **customer feedback channels** at various touchpoints to capture and boost **Net Promotor Score to 68%**
- Managed **product roadmap, prioritized backlog** into requirements via JIRA stories, & prepared process flows in Balsamiq
- Performed A/B testing of outbound voice-based campaigns to improve conversion by **~25%** & reduce cost by over **40%**
- Conceptualized & launched **WhatsApp Personal Loan journey** realizing **INR 95 MM** in revenue within the first month of launch

Product Management Consultant - Virtual Reality (Contract)   **Jun 2020-Sep 2020**
KOMPANIONS, Gurgaon, India
VR, AR & MR based tech. startup, single largest global producer of intelligent, interactive & immersive learning experiences

- Created **Virtual Reality** based clinically validated digital healthcare solutions for vision related, cognitive & physical ailments
- **Led a team of 11** comprising of developers, designers, QA, and tech to create virtual reality-based modules and games
- Conducted user research to analyze **product-market fit** and product's **effectiveness**, making users part of dev. process
- Translated **prototypes** into end-products through market research, ideation and iterative development

Software Engineer   **May 2017-Jul 2018**
JUNGLEWORKS, Chandigarh, India
Startup with clients in 160+ countries providing SaaS technology services catering to entrepreneurs & small-medium businesses

- Led a cross-functional team of 5 developers while practicing **agile software practices** for Inc-500 client Scopeworker
- Executed full-stack projects, translating functional specifications into an ERP tool for Telecom giants like Sprint & T-Mobile
- Worked heavily with the Product manager on **product design, road-mapping, business cases and client interactions**
- Built a robust Enterprise Resource Planning platform for Telecom Cos. clocking **$1MM+ ARR within 3 months** of launch

Analyst, Applications Developer   **Jun 2015-Apr 2017**
BANK OF NEW YORK MELLON, Pune, India
One of the world's first financial institutions and presently the world's largest custodian bank and asset servicing company

- Facilitated digital transformation by creating **RFID-based Document Management System** to cater needs of the US govt.
- Responsible for conceptualization & development of comprehensive web-based platform and hybrid mobile app
- Implemented POC for Document Management System for the **US government** which received funding of $120,000
- Received WOW award & got the highest increment of ~40% amongst 350+ on-job trainees
- **Certified Financial Market Professional** in the specialty of Security industry by Bank of New York Mellon

PROFESSIONAL CERTIFICATIONS

- **AWS Certified Cloud Practitioner** & **Solutions Architect Associate** - Amazon Web Services   *2023*
- Certified Scrum Product Owner® – **Scrum Alliance**   *2021*
- Google's Project Management Certification – **Google**   *2021*
- Software Product Management Specialization – **University of Alberta, Canada**   *2020*
- Data Visualization with Tableau Specialization – **University of California, Davis**   *2019*

ACADEMIC QUALIFICATIONS

Master of Business Administration (International Business)   2018-2020
Management Development Institute (MDI), Gurgaon, India

Bachelor of Engineering (Electronics & Communication)   2011–2015
Chitkara University, India

VOLUNTEER EXPERIENCE

Strategist - Foundational Programme - Make A Difference (NGO)   *2018-2022*
- Worked for welfare of underprivileged children among tribal & rural populace enabling growth through education
- Led recruitment inducting 100+ Volunteers for multiple programs alongside City Managers

Create Awareness & Find Gaps in Plastic Recycling - SKILLS4CHANGE (NGO)   *2018*
- Researched PET bottle management (segregation, disposal, recycling) and proposed solutions to the provincial government

EXTRACURRICULAR ACTIVITIES & ACHIEVEMENTS

- Awarded to be among **India's Top 50 most employable MBA graduates 2020** across Business Schools by InsideIIM   *2020*
- India's North Zone Winner in **Google Case Challenge** organized by **Google, India** on Smart Home GTM Strategy   *2019*
- National Winner in **Entrepreneurship Business plan** competition organized by **Indian Institute of Management**   *2019*
- Chartered a new **Toastmasters International club**, served as its Treasurer, and completed 4/10 projects   *2017*

INTERESTS

- **Reading –** Voracious reader, like to read non-fiction books, articles, and blogs online on a diverse range of topics
- **Derivatives Trading –** Active investor in different asset classes; Trade in Futures & Options in the Stock market