


ARUSH SHARMA

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Product professional with 4 years of experience in driving new product development, project management, growth, and strategy planning while working with cross-functional agile teams. Leading business requirements, and functional specifications to translate customer and business needs into tangible data-driven products & services.

Utilizing my strengths in Product Management, User & Market Research, People Management & Nurturing Stakeholder Relationships to deliver business value. MBA in International Business from MDI Gurgaon (Ranked among top 10 B-schools in India).

SKILLS SET

ANALYTICS & DATA

Tableau | Microsoft Office Suite (Excel, PowerPoint, Word) | SQL | Jenkins | Confluence

PROGRAMMING

JavaScript | AngularJS | NodeJS | jQuery | HTML5 | CSS/SASS | Python | Git

PRODUCT MGMT. + DESIGN

Requirement Gathering and Specification | Prototyping/wireframing/mockups | JIRA | Salesforce
Product road-mapping | Agile Project Management | Stakeholder Management

PROFESSIONAL EXPERIENCE

IDFC FIRST BANK

October'20-Present

India's one of the fastest growing banks focusing on the next billion users consisting of next-gen Consumers and Entrepreneurs

Product Manager – Cross Sell

- Translating business needs into detailed feature requirements and driving programs from **concept to implementation**
- Owning **product vision and strategy** to build Digital Banking Platforms leading **topline revenue growth of 45%** over past year
- 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**
- Building **effective customer feedback channels** at various touchpoints to capture and boost **Net Promotor Score to 68%**
- 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
- Engaging & collaborating with multiple **cross-functional stakeholders** across multiple tech and non-tech teams

KOMPANIONS

Contract - June'20-September'20

VR, AR & MR based tech. startup, single largest producer of intelligent, interactive & immersive learning experiences globally

Product Manager – Virtual Reality

- Created **Virtual Reality** based clinically validated digital **healthcare solutions** for vision related, cognitive & physical ailments
- Led a **team of 11** developers, designers, QA, and tech. lead to shape a cohesive, creative, and innovative vision & strategy
- 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 & iterative development

WIPRO

Summer Internship- April'19-May'19

World's leading information technology, consulting, and business process services company serving clients across 6 continents

Pre-Sales Consultant, Process Mining & Robotic Process Automation

- Process re-engineering using **Process Mining** techniques to transform process discovery and accelerate process improvement
- Designed a framework consisting of **30 Data points** for **benchmarking 5 largest vendors** using primary & secondary research
- Prepared an **RFP & Sales Collateral** for hyper-automation of an Order to Cash process for a European manufacturing giant

Signed an SLA for €53,000 with world's largest Process Mining vendors from Germany

JUNGLEWORKS

May'17-July'18

Startup with clients in 160+ countries providing SaaS technology services catering to entrepreneurs & small-medium businesses

Software Engineer, Project Development

- 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 ERP platform for Telecom Cos. clocking \$1MM+ ARR within 3 months of launch

BANK OF NEW YORK MELLON

June' 15-April'17

One of the world's first financial institutions and presently the world's largest custodian bank and asset servicing company

Analyst, Applications Developer

- Facilitated **digital transformation** by creating RFID-based Document Management System to cater needs of the US govt.
- Responsible for conceptualization and delivery of comprehensive end-to-end web and hybrid mobile app development
- Certified **Financial Market Professional** in the specialty of Security industry by Bank of New York Mellon

Implemented POC for DMS for the US government which received funding of \$120,000
Received WOW award & got the highest increment of ~40% amongst 350+ on-job trainees

ACADEMIC QUALIFICATIONS

MBA (International Business) - GPA 7.10/10 Management Development Institute (MDI), Gurgaon	2018 - 2020
Bachelors of Engineering (Electronics & Communication) - GPA 7.13/10 Chitkara University, Punjab	2011 – 2015

PROFESSIONAL CERTIFICATIONS

- Certified Scrum Product Owner® – Scrum Alliance** [Pursuing]
- Google's Project Management Certification – Google** [2021]
 - Practicing **Agile project management**, with an emphasis on Scrum; Managing stakeholders, escalations & team dynamics
- Software Product Management Specialization – University of Alberta, Canada** [2020]
 - Lean & agile** practices to articulate needs; plan roadmaps, coordinate dev. process; oversee iterative **product lifecycle**
- Data Visualization with Tableau Specialization – University of California, Davis** [2019]
 - Creating powerful reports and dashboards that help with data-based decision making to create high-impact visualizations

BUSINESS EVENTS

Event	Achievement	Description	Year
Google Case Challenge	North Zone Winner	Formulated GTM strategy to grow smart home penetration	2019
Entrepid '19, IIM Lucknow	National Winner	Entrepreneurship Business plan case study competition	2019
Media Maestros, FMS Delhi	National Winner	Media Relations and pitching competition	2019
Stratix, MDI Gurgaon	National Winner	Consulting case study competition	2019
Shastra, IIFT Delhi	All India Finalist	Event tested knowledge in various business domains	2019

VOLUNTEER EXPERIENCE

SKILLS4CHANGE (NGO)	<ul style="list-style-type: none">Create Awareness & Find Gaps in Plastic Recycling [2018]<ul style="list-style-type: none">Collected primary research data regarding PET bottle (segregation, disposal, recycling)Found gaps & roles played by stakeholders & recommended solutions to Gurgaon MC
Children's Future India (NGO)	<ul style="list-style-type: none">Worked for welfare of underprivileged children among tribal, slum & rural populace [2016-2017] enabling them to maximize their potential & facilitate growth through education
Make A Difference (NGO)	<ul style="list-style-type: none">Strategist - Foundational Programme [August 2018 – Present]<ul style="list-style-type: none">Designed & led sessions related to Career, Health and Hygiene & Computer SkillsLed recruitment inducting 100+ Volunteers for multiple programs alongside City Managers

EXTRACURRICULAR ACTIVITIES

- Awarded to be among **India's top 50 most employable MBA graduates 2020** across Business Schools by InsideIIM [2020]
- Active volunteer for **MAD & CFI**, NGO's which empowers children from rural areas through education and sports [2017]
- Chartered a new **Toastmasters International club**, served as its Treasurer, and completed 4/10 projects [2016]
- Secured first position** in La Persona, a debate competition held at NIT Jalandhar's annual cultural fest 'Utkansh-2014' [2014]

INTERESTS

- Snooker** – State level snooker player; Actively play and organize tournaments
- Reading** - Voracious reader, like to read non-fiction books, articles, and blogs online on a diverse range of topics