ARUSH SHARMA | CSPO®

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Toronto, Ontario | Permanent Resident

SUMMARY

- Product professional with ~5 years of experience in driving new product development, business analysis, project management, process enhancements and software development while working with cross-functional agile teams
- Leading user requirements to translate customer & business needs into data-driven products. Utilizing my strengths in Product Management, People Management & Nurturing Stakeholder Relationships to deliver business value
- 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 | CleverTap | SQL | Jenkins | Confluence | Salesforce | JIRA
PROGRAMMING	JavaScript | AngularJS | NodeJS | jQuery | HTML5 | CSS/SASS | Python | REST APIs | Gitlab
PRODUCT MGMT.	Requirement Gathering & Specification | Prototyping/wireframing/mockups | User Personas Definition | Product road-mapping | Agile Project Management | Scrum | Data-driven Problem-Solving | Product Lifecycle Management | Stakeholder Management

PROFESSIONAL EXPERIENCE

Product Manager   Oct 2020-Jan 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

- Translating business needs into detailed feature requirements and driving programs from **concept to implementation**
- Owning product vision & strategy to build **Digital Banking/Lending Platforms** leading to topline revenue growth of **45% YoY**
- Designed & developed **Performance Dashboards** to track various KPIs to reduce manual reporting time by **100+ hours/month**
- Managed **Product Lifecycle** across Core Banking, Loan management systems to assist in testing, deployment & post launch
- Built effective **customer feedback channels** at various touchpoints to capture and boost Net Promotor Score to 68%
- Owned **product roadmap, prioritized backlog** into requirements via JIRA user stories, led **sprint planning, & sprint reviews**
- 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 & design teams

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

- 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 & iterative development

Pre-Sales Consultant, Process Mining & Robotic Process Automation (**Summer Internship**)   Apr 2019-May 2020
WIPRO, Bangalore, India
World's leading information technology, consulting, and business process services company serving clients across 6 continents

- **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

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 and development of comprehensive end-to-end 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

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*

ACADEMIC QUALIFICATIONS

Master of Business Administration (International Business)   2018 - 2020
Management Development Institute (MDI), Gurgaon, India
Assessed as equivalent to a master's degree in Canada by ICES

Bachelor of Engineering (Electronics & Communication)   2011 – 2015
Chitkara University, India
Assessed as equivalent to a Bachelor's degree in Canada by WES

PROFESSIONAL CERTIFICATIONS

- 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*
- Lean Six Sigma Green Belt – **KPMG** — *2018*

VOLUNTEER EXPERIENCE

Strategist - Foundational Programme - Make A Difference (NGO)   *Aug 2018 – Present*
- Designed & led sessions related to Career, Health and Hygiene & Computer Skills
- Led recruitment inducting 100+ Volunteers for multiple programs alongside City Managers

Create Awareness & Find Gaps in Plastic Recycling - SKILLS4CHANGE (NGO)   *2018*
- Collected primary research data regarding PET bottle (segregation, disposal, recycling)
- Found gaps & roles played by stakeholders & recommended solutions to Gurgaon MC

Mentor & Teacher - Children's Future India (NGO)   *2016-2017*
- Worked for welfare of underprivileged children among tribal & rural populace enabling growth through education

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