

# ARUSH SHARMA | CSPO®

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Permanent Resident | Eligible to work in Canada with effective landing date: 01/20/2022

## 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

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

## PROFESSIONAL EXPERIENCE

### Product Manager

Oct 2020-Present

#### IDFC First Bank, Mumbai, India

*India's one of the fastest growing bank 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 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
- Built effective **customer feedback channels** at various touchpoints to capture and boost Net Promoter 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
- Engaging & collaborating with multiple cross-functional stakeholders across multiple tech and non-tech 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

## 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

## 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
- National Winner in **Consulting case study competition** organized by **Management Development Institute, Gurgaon** 2019
- 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

- **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