

ASVEEN CHHABRA

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EDUCATION

GEORGIA INSTITUTE OF TECHNOLOGY

Atlanta, GA

Master of Business Administration (Full Time MBA), GPA: 3.9

- **Ford Motor Company:** Provided strategic direction to Ford on the desirability of hands-free charging choices for EVs in 2030 resulting in actionable insights that guided product development and decision-making processes.
- **Coca-Cola:** Provided a strategic plan analysis on leveraging the megatrends of aging population and digital transformation in Tokyo, resulting in a 5% increase in market revenue.

GEORGIA STATE UNIVERSITY

Atlanta, GA

Bachelor of Science in Computer Information Systems, GPA: 4.0

EXPERIENCE

CISCO MERAKI

San Francisco, CA

MBA Product Manager Intern (*Product – Licensing Cloud managed dashboard*)

May 2022 – August 2022

- Streamlined the licensing product portfolio, optimizing the number of active SKU's and maximizing return on investment (ROI) for 5 clients organizations, resulting in a 10% reduction in SKU complexity and allocation.
- Conducted comprehensive market research to identify user stories and determine the Minimum Viable Product (MVP) to automate licenses, resulting in a 20% reduction in manual efforts and a 10% increase in partner efficiency.
- Prepared and presented weekly executive reports to leadership, providing insightful analysis and key metrics derived from the Meraki dashboard, facilitating data-driven decision-making, and contributing to a 10% improvement in strategic planning.

VISA

San Francisco, CA

Associate Product Manager, Global Partnerships Team Lead

December 2019 – August 2021

- Implemented agile methodologies to streamline project workflows, enabling seamless cooperation and effective communication across diverse teams, leading to enhanced efficiency and 20% reduction in project delays.
- Developed and executed targeted product marketing campaigns to drive user acquisition and foster customer loyalty for E-commerce platforms Facebook, Next Door, and TikTok, resulting in 10% increase in transaction volume.
- Launched Visa's Fintech Partner Connect Program, successfully onboarding 24 fintech companies into the program through meticulous execution of commercial agreements, rigorous technical assessments, and adherence to program eligibility requirements, resulting in 25% increase in customer acquisition and enhanced collaboration within the fintech ecosystem.

STATE FARM

Atlanta, GA

Product Owner (*Product – Statefarm.com Landing Page*)

June 2017 – November 2019

- Defined and executed the product vision, strategy, and roadmap for statefarm.com file a claim, resulting in a 20% increase in user satisfaction and engagement.
- Managed the product backlog, writing clear and actionable user stories with acceptance criteria, leading to improved development efficiency and a 5% reduction in feature rework.
- Created impactful product enhancements dedicated to educating millennials on safe driving practices through data analytics on trip feedback, scoring, and badge rewards fostering a culture of responsible driving and resulting in increased driver awareness and 5% reduction in accidents.

Scrum Master (*Product – Report auto accidents online*)

July 2015 – June 2017

- Orchestrated Agile Ceremonies including sprint planning, retrospective, daily stand-ups, backlog grooming, stakeholder demos, story estimation, and scrum of scrum meetings, fostering a high-performance agile team and achieving a 10% improvement in team productivity and on-time delivery.
- Continuously refined Key Performance Indicators (KPIs) to track and communicate team performance, resulting in enhanced transparency, alignment, and accountability, and contributing to a 10% increase in team productivity.
- Utilized customer surveys, data trends, and usability testing to evaluate user needs and drive enhancements and photo features within the UI, leading to a 10% improvement in time efficiency of agent calls and 20% improvement in overall customer experience.

ADDITIONAL INFORMATION

Technical Skills: Microsoft Office (Excel, Word, PowerPoint, SharePoint), Scrum, Kandan, SaFe, JIRA, CRM

Certifications: Scrum Master, Product Owner, Pragmatic Institute Product Manager, Six Sigma Green Belt

Volunteer: WIT, Technology Association of GA, National Black MBA Association, Atlanta Food Bank