

Praneetha Korlepara

Pune, India | praneetha.korlepara@gmail.com | +91 9390651447



SUMMARY

Dynamic Product Owner with 10+ years of experience overseeing the full product lifecycle. Helped Organizations in crafting strategic roadmaps, prioritizing backlogs, and driving high-impact software solutions. Proven ability to collaborate effectively with cross-functional teams and align product development with market demands to achieve business growth.

Key achievements in past 3 years:

- Elevated client engagement by 20% and satisfaction rates by 40%, while optimizing resources to drive profitability.
- Launched products in incremental phases, consistently exceeding User Experience (UX) targets.
- Piloted AI/ML use cases to advance customer feedback analysis and enhance project risk assessment.
- Streamlined platform integration with key systems, boosting efficiency by 36%
- Implemented a strategic vision for SaaS products, aligning with market needs and positioning.

SKILLS

Functional: Product Roadmap Development, Backlog Management, Requirements Gathering, User Story Creation, Market Research, Data Analysis, UX/UI Design Principles, Feature Prioritisation, Continuous Integrations/Continuous Deployment, API Integrations, Competitive Analysis.

Managerial: Strategic Planning, Integration Management, Governance and Decision Making, Benefits Realization, Change Management, Time and Budget Management, Resource Optimization, Risk Management, Performance Management, Vendor and Contract Management.

EXPERIENCE

Cognizant Technology Solutions

PUNE, INDIA

Sr. Product Owner

Feb 2021 to Present

- Negotiated sprint goals with the team, resulting in a 20% reduction in delivery time in one quarter. Planned and estimated 2-week sprints effectively, enabling the teams to achieve 95% of the MVP as per the company roadmap.
- Implemented Agile (Scrum) Methodology throughout the portfolio to improve communications between Engineers, PMOs, Product Owners to provide transparency across the departments; and to obtain great business value with short turnarounds.
- Developed and communicated the product vision and strategy to internal and external stakeholders. Created and maintained the product roadmap via change management.
- Defined and prioritized user stories, features, and requirements. Ensured that the backlog is well-groomed and ready for sprints.
- Gathered and prioritized requirements from stakeholders. Kept stakeholders informed about product progress and changes.
- Planned product releases and set expectations for delivery. Ensured that each release delivers valuable increments to users.

Lincoln Financial Group

Business Analyst

FORT WAYNE, USA

Jan 2019 to Jul 2019

- Created new business processes in the newly established Business Analyst Organization. The aim is to automate. Achieved a framework where the department was able to deploy and attain automation up to 40% of their data analysis.
- Managed end-to-end project requirements, from UI/UX design to production deployment.
- Facilitated workshops to create strategies and 3-year road map, risk management plan and presented to leadership team.
- Integrated data from multiple systems to create insightful, layered dashboards.
- Managed end-to-end project requirements, from UX design to production deployment.
- Approved and released use cases and UAT requirements as per the business needs within the confinements of the quality and compliance standards.

MEDPRO GROUP

Product Owner/ Business Analyst

FORT WAYNE, USA

Oct 2015 to Dec 2018

- Translated business requirements into technical specifications, developing and enhancing Salesforce features.
- Owned and orchestrated product lifecycle from conception to delivery, supervised a team of Business Analysts and Project Coordinators for UWCV and STATUS Production support (MedPro Group Applications). Successfully managed 3 full projects.
- Collaborated with cross-functional teams to manage product releases.
- Prioritized feature requests, created product roadmaps and backlogs, and define user stories with acceptance criteria. Conducted GAP analysis, data analysis, visualize processes, and lead improvements generating \$650K in benefits.

PIONEER DRIP SYSTEMS PVT LTD.

Product Manager/ Business Development Manager

HYDERABAD, INDIA

Nov 2011 to Sep 2015

- Developed and executed master project plans including schedules, budgets, and resources. Defined project resource requirements and negotiate team assignments with functional managers.
- Conducted market research and competitor analysis. Used insights to guide product decisions and strategy.
- Collected and analysed customer feedback.
- Ensured the product is tested thoroughly before release. Maintained proper documentation of product features, requirements, and changes.
- Evaluated the product's performance and gather data to identify areas for improvement.
- Adjusted the product strategy and backlog based on feedback and performance metrics.

ABB INC/SATAIR GROUP

Industrial Engineer

FLORIDA, USA

Jul 2010 to Jul 2011

- Prepared Assembly and Manufacturing Specifications, ensuring quality compliance. Identified inventory issues, updated SAP database, and reported errors to R&D.
- Implemented 5S and Kaizen methodologies, achieving a 15% operational savings. Conducted time and motion studies, optimizing manufacturing productivity.

EDUCATION

MASTER OF SCIENCE**ENGINEERING MANAGEMENT**

Florida International University

FLORIDA, USA

Aug 2009 to Dec 2011

BACHELOR OF ENGINEERING**ELECTRONICS AND COMMUNICATIONS**

Osmania University

HYDERABAD, INDIA

Aug 2004 to May 2008

Tools

Project Management –Requirements and Issue Tracking, Backlog	Jira, Planview, Clarity
Road mapping and Product Planning Tools	ProductPlan, Microsoft Visio
Customer Feedback and User Research Tools	UserTesting, Survey Monkey
Analytics and Metric Tools	Power BI, Google Analytics
Communication and Collaboration Tools	Microsoft Teams, Zoom
Documentation and Knowledge Management Tools	Microsoft Teams, SharePoint, Google Workspace
Productivity Tools	Lean Six Sigma
Cloud Platform	Azure, AWS

ADDITIONAL INFORMATION

Additionally, held positions with other organizations, fulfilling roles such as System Analyst at Sudhi Informatics, IT Helpdesk Analyst - Engineering Information Centre at Florida International University, and Functional Analyst at the Centre for Good Governance.

ADMINISTRATIVE & OPERATIONAL TASKS

Process Audit: Leading a team responsible for Quarterly Audits.

BCP Drills: Call Tree, Table Top, Environment Rebuild, and Project Rehearsals.

Recruiting and Training: Conducting interviews, overseeing process training, assessments, shadowing, and reverse shadowing

End of Document → Looking forward for the next interaction.