Phone

+91-8668247741

Email

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TECHNICAL SKILLS

- Jira and Confluence
- Data Lake and Tableau
- ERP: SAP ECC 6.0, S/4 HANA
- Microsoft Office Applications
- HP ALM 11.00, HP QTP, SAP TAO

CORE COMPETENCIES

Product Management

Agile Project Management

Business Analysis

Requirement Gathering

New Product Development

Regression Testing

Customer-Centric Solutions

Automation and Process Optimization

Supply Chain Optimization

Project Management

EDUCATION

2019 — **MBA / PGDM (Marketing)**
IIM Udaipur

2013 — **B.Tech./B.E. (Electronics / Telecommunication)**
Vishwakarma Institute of Technology, NPune

CERTIFICATIONS

- Technical **Product** Management
- **Customer Service** Using AI and Machine Learning
- Building Intelligent **Chatbots** on AWS
- **Agile** Project Management Tools
- **Scrum**: The Basics, **Artificial Intelligence** for Business Leaders
- **Generative AI** for Product Managers, **Root Cause Analysis**
- Marketing Foundations: Ecommerce, Product Management First Steps, etc.
- Successfully completed "**Advanced Google Analytics**" online certification course in September 2018
- Completed 4 internal certifications at Infosys: SAP FI, SAP-O2C, Accounting Basics and SAP FI-New GL

Swapnil Gulab Khilari

Results-Driven Product Manager
Expert in E-Commerce, SAP ERP, and Project Leadership

Versatile professional leading strategic initiatives in product management and business optimization within the IT industry, utilizing expertise in agile methodologies, fostering new product development, and driving process automation. Aspire to foster organizational growth and innovation in a dynamic and collaborative environment.

👤 PROFILE SUMMARY

- Growth-oriented professional with over **nearly 9 years of rich experience** in **product management and business optimization** across the **IT, financial services and e-commerce domains.**
- Currently leading as a **Solution Leader (Product Manager) at Brane Enterprises** Pvt. Ltd., driving research, analysis, and optimization strategies for IT market trends and competitive products.
- Proficient in **Agile Product Management**, defining product strategy, and collaborating with cross-functional teams to ensure viable product solutions aligned with organizational objectives.
- Successfully **led the new store launch for Tata CLiQ Palette**, incorporating technology to streamline store processes and enhance customer experience.
- Expertise in **leading customer and business imperative projects**, **optimizing supply chain processes**, and **managing innovations** across e-commerce storefronts.
- Proven track **record of implementing multiple SaaS solutions** and leading the entire product discovery effort in an Agile SDLC.
- Well-versed in **technical product management, customer service using AI** and **machine learning**, and building intelligent chatbots on AWS.

📊 KEY INITIATIVES

- Spearheaded the successful launch of 'CLiQ Palette,' **contributing to 3 Cr+ revenue monthly.**
- Enhanced personalized recommendations, **improving Cliq Through Rate (+50%)** and AOV at Tata Unistore Limited.
- Implemented a **conversational chat-bot**, improving customer satisfaction and service efficiency by ~40% at Tata Unistore Limited.
- Revamped the customer refund journey, **reducing TAT from 3-4 days to less than 4 hours at Tata Unistore Limited.**
- Institutionalized 30+ process automations, **saving 1000+ person-days monthly** at Tata Unistore Limited.
- Built product exchange and replacement functionality, **reducing returns by ~80% at Tata Unistore Limited.**
- Devised a fully automated seller settlement and payout process, improving seller **Net Promoter Score by ~20% at Tata Unistore Limited.**
- Designed 30+ automated scripts for various SAP scenarios, **saving 500+ man-hours at Infosys Limited.**
- Improved user support by **designing 5+ simplified user assistance** and functional documents at Infosys Limited.

🏆 AWARDS & HONOURS

- Honored with the **"Prod Champion Award"** and **"Star of the Month Award"** for enhancing customer/seller/brand experience.
- Received **appreciation from CEO and Business Heads** for successfully delivering projects.
- Honored with the **"INSTA Award"** for taking up complete responsibility of SAP FICO testing at Infosys Limited.
- Received **appreciation from the client for adhering to 100% Service Level Agreement compliance** at Infosys Limited.

🎓 EDUCATION

2019: **MBA / PGDM (Marketing)** from *IIM Udaipur*
2013: **B.Tech. / B.E. (Electronics / Telecommunication)** from *Vishwakarma Institute of Technology, Pune*

💼 WORK EXPERIENCE

Solution Leader (Product Manager) at BRANE Enterprises Private Limited **January 2024 – Present**

Showcasing strategic leadership, adeptly managing teams, conducting insightful market analysis, and actively engaging in optimizing business processes to drive organizational success.

Responsibilities:

▶ Leading the Product Team, fostering a collaborative and high-performance environment, guiding skill development, and supporting growth.

▶ Conducting research and analysis within the IT market and competitive landscape to streamline and enhance business processes.

▶ Supervising business processes, actively contributing to the development of optimization strategies.

▶ Engaging in requirement gathering, conducting thorough business case analyses, and crafting GAP and RFP/RFQ analyses.

▶ Applying knowledge of Low code/ No code platform product documentation / evaluation/ Capability analysis.

▶ Communicating insights and strategic plans to cross-functional team members and upper management, ensuring proposed solutions align seamlessly with business needs.

Product Manager at Tata Unistore Limited **April 2020 – January 2024**

Led strategic e-commerce projects with Agile Product Management. Pioneered the launch of CLiQ Palette stores, optimized customer experience, and managed SAP development for new initiatives.

Responsibilities:

Agile Product Management

▶ Defined product strategy aligned with organizational objectives, creating a strategic product roadmap for developmental e-commerce projects.

▶ Collaborated with business teams to elicit requirements and translated them into viable product solutions aligned with the overall organizational strategy.

▶ Managed the delivery of business change and readiness, ensuring high-quality solutions.

▶ Tracked and reported product adoption and performance metrics regularly.

▶ Implemented multiple SaaS solutions for retail and banking domains.

▶ Led Agile SDLC, including product discovery, creating functional and technical user stories in Jira and Confluence repository.

New Store Launch (Tata CLiQ Palette)

▶ Collaborated with the retail business development team to assess market prospects and develop a GTM strategy for CLiQ Palette stores.

▶ Incorporated technology to streamline store processes and integrate with the customer journey.

▶ Utilized tools like Kafka for designing system integrations and supported Visual Merchandising strategies.

▶ Worked closely with Marketing to drive strategies for increasing foot traffic.

▶ Assisted in devising and implementing an extensive staff training program for store operations.

E-commerce Storefront (Customer, Supply Chain, Finance):

▶ Spearheaded customer and business imperative projects, optimizing supply chain processes.

▶ Led the ideation, solutioning, and development of innovations across e-commerce storefronts, financial services, and customer user experience.

▶ Managed initiatives to optimize supply chain processes, inventory management, and order-to-cash flow.

▶ Led the SAP FICO MM, SD, PI, ABAP team for SAP development, owning the complete development cycle for new business initiatives.

▶ Utilized applications such as SAP, Seller Portal, Tableau, R, Python, Hybris Commerce, and Kafka.

Management Trainee Product at Ujjivan Small Finance Bank **April 2019 – April 2020**

Designed analytics tools, created predictive models for loan approvals, and conducted analyses for sales and product decisions. Managed month-end and year-end activities, contributed to SAP testing, and ensured seamless communication through documentation.

Responsibilities:

▶ Designed insightful metrics, reports, and dashboards that serve as constructive tools for analyzing key data, steering pivotal decisions in sales, product development, and process optimization.

▶ Analyzed historical data on customer lead sourcing and conversion to architect a robust model predicting loan application approvals.

▶ Delved into the historical patterns of customer sourcing to formulate a highly effective market segmentation strategy.

▶ Conducted both quantitative and qualitative analyses of product sales and user behavior, with a focus on identifying opportunities for revenue growth and operational efficiency.

▶ Created customer segmentation models tailored for targeted marketing campaigns, ensuring a strategic and personalized approach.

Associate Business Analyst at Infosys Limited **October 2013 - June 2017**

Supervised global application implementation, enhancement, and post-go-live support within the FICO domain of SAP ERP software.

Responsibilities:

▶ Handled global application implementation, enhancement, and post-go-live support for FICO domain in SAP ERP software.

▶ Augmented SAP application functionalities by resolving 5+ Change Requests per month.

▶ Minimized errors in SAP software functionalities by designing and executing 100+ test scripts.

▶ Detected and reported 2 major defects on time, saving the client from future damages.

▶ Documented and shared 10+ system updates, Knowledge Artefacts, and Issue-Based Documents.

▶ Managed month-end and year-end closing activities, promptly addressing and resolving any encountered issues.

▶ Conducting testing of end-to-end scenarios within SAP modules, including FICO, MM/WM, and SD, leveraging automation for efficiency.

▶ Thoroughly documented and disseminated system updates, Knowledge Artifacts, and Issue Based Documents to ensure seamless communication and knowledge sharing.

▶ Significantly reduced errors in SAP software functionalities through the meticulous design and execution of over 100 test scripts.

PROJECT DETAILS

LIVE PROJECTS

Centurion Consulting (UAE):
- ▶ Identified and examined potential sectors for business setup in UAE.
- ▶ Drafted a handbook describing the effects of macroeconomic aspects in UAE.
- ▶ Prepared a list of 45 free-zones with relevant contact details and potential sectors within each free-zone.
- ▶ Identified reasons behind sales reduction and inventory accumulation in a furniture business.
- ▶ Presented implementable strategies for customer retention and acquisition.

Market Research, Make My Trip:
- ▶ Conducted market research and competitive analysis to gather customer insights for sales promotions.
- ▶ Identified key marketing and partnership opportunities specific to target markets for Udaipur region.

OTHER PROJECTS

Client: A global leader in pharmaceuticals, specializing in injectable drugs and infusion technologies. With a presence across 5 continents, the client serves in more than 70 countries.

Project 1 (Oct 2013 – April 14) | Implementation:
- ▶ Designed and aligned business processes and solutions with the client's requirements.
- ▶ Configured settings for company code, posting period variant, document number ranges, tolerance groups, and payment methods.
- ▶ Implemented an automatic payment program, including the creation of house banks and terms of payment.
- ▶ Utilized LSMW tool for data conversion and prepared documentation for end-user training in Account Payable and Account Receivables.

Project 2 (April 2014 – June 17) | Production Support:
- ▶ Played a key role in Production Support Events for the client's SAP FI/CO application.
- ▶ Managed changes in Dev., migration to Quality, and resolution of tickets, ensuring support for global business communities.
- ▶ Handled end-user calls/tickets for issue resolution and new development, particularly for month-end and year-end financial activities.
- ▶ Prepared Knowledge Artefacts, Work Instructions, and Issue-Based Documents.

Project 3 (Feb 2015 – June 17) | Testing:
- ▶ Engaged in Regression and Automation testing for multiple project releases.
- ▶ Developed automation test scripts for various SAP scenarios.
- ▶ Conducted testing for SAP modules like FI/CO, MM/WM, and SD.
- ▶ Led and mentored a team of 5 test analysts, ensuring efficient regression testing and defect reporting.

INTERNSHIP

Summer Trainee | TV Rao Learning Systems | Apr '18 - May '18
- ▶ Conducted an in-depth study on the socio-economic impact of Jawaja intervention on associated artisans and families.
- ▶ Presented an extensive report detailing economic and social changes in artisans' livelihoods.8

PERSONAL DETAILS

Address	: Hyderabad, Telangana, India
Date of Birth	: 10th September 1991
Languages Known	: English, Hindi, Marathi and Japanese (Beginner Level)