

Azhar Hafeez

Gurgaon, India | 29th May 1994

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Profile Summary

Data-driven Product Manager with 4.5 years of experience in **Product development & enhancements, API & CRM management, and Agile development**. Proven track record in data analysis and generating insights to **enhance product performance, and driving feature rollouts**. Skilled in **UAT, production launches, and cross-functional collaboration** to deliver impactful, compliant product enhancements.

Key Competencies

Technical Skills: Product Lifecycle Management | Agile Project Management | API & CRM integration | BRD & User story | Journey flows | PMO | SCRUM | UAT Testing | Performance Metrics & KPIs | Data Analysis | Campaigns & Communication

Other Skills: Business Analysis | Regulatory Compliance | Tracking & Reporting | Market Research & Strategy | Stakeholder Management | Product quality enhancement | Collaboration and communication | Analytical and data-driven decision-making

Technical Tools: SQL | Python | MS Project | JIRA | Powerpoint | MS Excel | Tableau | Trello | Mailchimp | R | Figma | Draw.io | Postman

Employment Span

Product Manager | RBL Bank (Gurugram, India)

Sept 2023 – Present

(Private sector bank offering a wide range of banking and financial services, including corporate, retail, and institutional banking solutions)

- Led end-to-end **product lifecycle management** to optimize the onboarding experience for credit card users, driving increased customer satisfaction and reduced onboarding time.
- Solutionized and implemented **new features for the products**, aligning with customer needs and market trends, resulting in an increase in engagement and satisfaction.
- Defined and managed the credit card customer onboarding journey by integrating **APIs, CRM (Salesforce), Websites, Mobile Applications, Databases, Rule Engines, and Communication Channels** for seamless user experiences.
- Authored **Product Requirement Documents (PRDs), journey flows, user stories, and use cases**, accelerating feature delivery timelines and ensuring clarity in development execution.
- Directed **User Acceptance Testing (UAT)** and managed successful **Production Go-Live** deployments, minimizing post-launch defects and improving release stability.
- Collaboration & stakeholder engagement with **cross-functional teams** (Technology, QA, Design, Policy, Risk, Analytics, and Operations) to drive product enhancements and increase operational efficiency.
- Generated insights by analyzing large datasets to execute **customer engagement campaigns** through targeted SMS, email, and app notifications, increasing activation, usage, and overall customer spend.
- Managed critical IT and operations challenges, including **fraud detection and regulatory compliance**, reducing compliance incidents and mitigating fraud risks.
- Projects to provide **Client Support & Query Management** to customers leading to better customer experience and product adoption
- Analyzed **large-scale datasets** to uncover **actionable insights**, enhancing product capabilities and driving data-informed decision-making for cross-functional teams.
- Presented **KPI reports and project updates** to senior management, ensuring alignment with business objectives

Product Consultant | Heathark Insights (Ahmedabad, India)

Aug 2021 – Sept 2023

(Consulting firm specialized in strategy and Project Management services catering to the BFSI industry)

- Led end-to-end **project management** for **Agile software product development**, ensuring the efficient delivery of technical features and successful deployment across multiple geographies.
- **Spearheaded Salesforce integration initiatives**, customizing features for **Salesforce CRM and Order Management** to enhance product functionality and user experience.

- Implemented **Agile frameworks (Scrum, Kanban)** to drive project execution, ensuring **on-time delivery, budget adherence, and workflow optimization** to improve efficiency and user satisfaction.
- Planned and tracked **project scope, timelines, and budgets** using project management tools such as **Gantt charts, MS Project, and Think Cell**, ensuring clear communication and cross-team alignment.
- Monitored project status and provided data-driven updates to stakeholders through **dashboards, presentations, and trackers**, ensuring alignment with milestones, resource allocation, and deliverables.
- Defined, tracked, and optimized key **product KPIs** in partnership with technical and compliance teams, ensuring regulatory adherence and continuous improvement.
- Addressed client queries by providing data-driven recommendations, ensuring seamless product adoption and improving client retention rates
- Managed change management processes, effectively **controlling scope changes, tracking risks, and removing bottlenecks** to maintain project momentum and efficiency.
- Collaborated with data, engineering, sales, and Business teams to deliver high-quality products, ensuring accuracy, reliability, and alignment with market demands.

Associate | I-PAC (Kolkata, India)

Oct 2020 – June 2021

(Consulting firm with expertise in Political affairs)

- Led digital product initiatives focused on **user onboarding, engagement, and retention** for a mobile application, driving increased user adoption and retention rates.
- Directed cross-platform technical enhancements for **iOS and Android**, improving app performance, reducing bug reports, and enhancing user experience.
- Worked with **Design, Marketing, and Data teams** to optimize customer communication strategies, boosting user engagement and satisfaction.
- Developed and analyzed a large-scale electoral database to generate insights and run digital campaigns
- Analyzed **key performance metrics** to optimize **mobile functionality and user experience**, driving data-driven feature enhancements and technical improvements.
- Delivered and presented performance reports on **digital products and campaigns** to stakeholders, providing actionable insights for continuous improvement.

Professional certifications

- Technical Product Management – LinkedIn Learning (2024)
- Integrating Generative Artificial Intelligence (AI) into Strategy – LinkedIn Learning (2024)
- Creating Jira Scrum Projects – Coursera (2022)
- Problem Solving in Excel – PwC (2021)
- Certified in Agile Project Management – Udemy (2020)
- Data Visualization in R – DataCamp (2020)

Education

IMT Ghaziabad

June 2018 – March 2020

PGDM, Marketing

Ghaziabad, India

KIET Ghaziabad

July 2013 – June 2017

B.Tech, Information Technology

Ghaziabad, India