

ANKUR BHAUSAHEB MOKAL

Senior PME

PERSONAL PROFILE

Dynamic and results-driven professional with a focus on product management and product lifecycle optimization. Targeting a challenging role as a Product Manager or Product Owner, leveraging expertise in cross-functional teamwork and full product lifecycle management.

CONTACT

✉ ankurmokal80@gmail.com

☎ +91 8087850874

in <https://www.linkedin.com/in/ankurmokal/>

EDUCATION

- MBA (Marketing Management) from University of Pune in 2018
- B.E. (Electronics & Communication) from University of Pune in 2015

CORE COMPETENCIES

- Competitive Analysis Strategies
- User Needs Assessment
- Product Adoption Lifecycle
- Customer Satisfaction Enhancement
- Market Performance Evaluation
- Strategic Product Road mapping
- Business Objective Alignment
- Continuous Improvement Initiatives
- Product Launch Coordination
- A/B Testing and Agile Methodology
- UX/UI Enhancement Strategies
- Risk Analysis and Mitigation

PROFILE SUMMARY

- **Achievement-oriented techno-functional** professional offering nearly 7 years of experience in mapping business requirements, designing customized solutions with strong analytical skills.
- **Wealth of expertise entails:** Project Management, Product Ownership Service Delivery, Business Analysis, Operations Management, ITIL Process Management, SLA & Transition Management.
- **Keen analyst** with excellence in gathering and understanding requirements of clients & other multiple stakeholders.
- **Forward-focused Project Manager** with exposure in swiftly completing projects with competent cross-functional skills and ensuring on-time deliverables within pre-set cost parameter.
- Mapped **business requirements** by undertaking quick gap analysis; understanding business process and analyzed the workflow to design solutions.
- Well-organized with a record of assisting management to **achieve measurable performance improvements** through requirements definition and transparent reporting and focus on leveraging technology for business process improvements.
- **Results-driven, focused & enterprising professional** with a documented record of success in managing large teams spread over multiple locations, to work in sync with set parameters to achieve business goals
- **Divergent & value-based outlook** with **excellent logical, problem-solving, interpersonal** skills for managing the team members.

WORK EXPERIENCE

Jul'21 – Till Now | Senior PME | Welmade Locking Systems Pvt. Ltd., Pune

Product Management & Team Leadership

- Conducting market research to identify customer requirements & develop roadmaps accordingly.
- Utilizing competitive analysis, market intelligence, and product benchmarking to shape product vision and instill trust through realistic roadmaps.
- Leading the overhaul of UX/UI elements specifically focused on improving the checkout process.
- Advocating the product vision to internal and external stakeholders, aligning with business objectives.
- Creating comprehensive project plans, documentation, and budgeting while supervising prototype building and testing.
- Providing regular reports and dashboards to monitor product performance and key performance indicators (KPIs).
- Ensuring timely delivery of product features and enhancements while upholding quality standards.

Market Research & Data Analysis

- Conducted comprehensive market research, user interviews, and competitive analysis to formulate product strategy, pinpoint user pain points, and prioritize features, leading to a 20% boost in monthly development.
- Facilitated regular customer feedback sessions to acquire insights and validate product hypotheses, resulting in a 25% enhancement in customer satisfaction.
- Orchestrated product launches, including devising go-to-market strategies, crafting sales enablement materials, and designing customer training programs.

CERTIFICATION

- **Product Management** Certification Program from Duke Corporate Education & upGrad | Feb’22-Aug’22

PERSONAL DETAILS

Date of Birth: 19th Apr 1990
Languages Known: English, Hindi & Marathi
Address: Pune-411015, Maharashtra

- Implemented a data-driven approach to gather feedback from users, ensuring continuous improvements and successful launches of new product features.

Feb’19 – Jun’21 | Junior Executive Technical Marketing (Product Management) | Fleetguard Filters Private Limited, Pune

- Supervised a team exceeding 40 members within the Western region of India, focusing on Technical Marketing (After-market) initiatives.
- Executed competitive analyses and market research to pinpoint areas for growth and address customer pain points.
- Worked closely with the development team to organize and refine the product backlog, ensuring it aligned effectively with business goals.
- Maintained consistent communication with internal teams and stakeholders, providing regular updates on progress and developments.

PREVIOUS EXPERIENCES

- **Jul’17 – Sept’17 | Market Research Analyst| TE Connectivity India Pvt. Ltd., Pune**
- **Apr’16 – Aug’16 | Executive Trainee - Managed Services| SecurView System Network Pvt. Ltd., Pune**

PROJECTS

- **Conduct Surveys | Jul '17**
 - Conducted a survey to gauge user requirements and market demand within the Two-wheeler wiring harness industry.
 - Formulated hypotheses to assess objectives, determined population size, and calculated sample size to analyze responses for hypothesis validation.
- **Competitor Analysis | Feb'17**
 - Analyzed competitors in the Indian online market to evaluate Bridgestone's capitalization position.
- **Product Adoption Lifecycle | Sep '16**
 - Crafted a comprehensive Medium post spotlighting e-wallets in India, encompassing early adopters, innovators, challenges, and growth strategies.