



ANKUSH WADHWA

SENIOR PRODUCT MANAGER (PRODUCT ANALYTICS & INSIGHTS)

ankushwadhwa13@gmail.com | +1 647-809-3124 | Toronto, Canada | Nationality: Canadian

DOB: 1988-06-10 | LinkedIn: <https://www.linkedin.com/in/ankush-wadhwa-0610/> | Visa: Currently Outside UAE | Notice: 1 Month

Expected Salary: AED 30,000/month

Languages: English (Native) | Hindi (Native)

<https://github.com/awadhwa0610/> | <https://www.linkedin.com/in/ankush-wadhwa-0610/>

PROFESSIONAL SUMMARY

Strategic Insights Leader with 10+ years of experience bridging the gap between complex data infrastructure and product strategy, dedicated to driving 'customer value as a compass' through scalable analytics and human-centric user research. Expert in Product Analytics, SQL, and Snowflake, I champion a culture of analytics by translating data into clear, compelling narratives. I led a strategic initiative that achieved a 30% increase in acquisition channel growth through deep, strategic insights from data.

KEY ACCOMPLISHMENTS

- Driving deep, strategic insights from data at OLG to launch Apple Pay & Interac, resulting in a 30% increase in acquisition channel growth.
- Scaling product analytics function as Founder of CuratedHim, utilizing Snowflake and RAG Agents to deliver personalized health insights to D2C users.
- Championed a culture of analytics by implementing least-cost routing at OLG, reducing annual operational costs by \$1.2M through data-driven optimization.
- Translated user research into a redesigned Search-to-Book workflow at Ujala Enterprises, driving a 55% increase in B2B booking volume.

SKILLS

Technical Skills: Product Analytics, SQL, Python, R, Snowflake, Data Governance, API Integration, Vector Databases, Predictive Modeling

Tools & Platforms: Mixpanel, Amplitude, Looker, Tableau, Power BI, JIRA, Confluence, Figma

Methodologies: User Research, Data Storytelling, Agile Project Management, Cross-functional Leadership, Strategic Insights, A/B Testing, Mentoring & Coaching, Stakeholder Influence

PROFESSIONAL EXPERIENCE

Senior Product Manager (Strategy & Ops)

November 2019 - Current

Ontario Lottery & Gaming Corp (OLG) — Government of Ontario - Toronto, Canada

- Driving deep, strategic insights from transactional data to optimize the digital wallet portfolio, resulting in a 30% increase in acquisition channel growth.
- Champion a culture of analytics by utilizing SQL and Python for predictive modeling to forecast user transaction patterns, leading to a 15% improvement in successful user transactions.
- Scaled product analytics function by implementing Real-Time Settlements and Looker dashboards, improving platform efficiency metrics and delivery speed by 20% for high-volume users.
- Translate data and user research into clear, compelling narratives for senior leadership to exert stakeholder influence on least-cost routing and platform performance strategy.
- Coached and mentored junior analysts on data storytelling techniques and SQL best practices, measurably improving team output quality and cross-functional alignment.

- Led a cross-functional squad of engineers and designers to establish a data culture through weekly insights sharing, increasing data literacy across multiple product teams.

Founder & Lead Architect (AI & Gen AI)**January 2024 - Current***Curatedhim - Healthcare SaaS - Toronto*

- Scaling product analytics function for a D2C health platform, embedding customer retention data and human-centric design into the rapid product development lifecycle.
- Launched a context-aware AI agent using Snowflake and Postgres, driving user growth through hyper-personalized nutrition plans based on user research methodologies.
- Designed experiments to improve user engagement, utilizing Mixpanel and Amplitude to track actionable insights that significantly increased customer retention rates.
- Proactively managed data infrastructure and RAG architecture to ensure highly accurate, personalized outputs for 1,000+ active health platform users.

Portfolio Lead - (Independent Contractor)**July 2022 - October 2024***Smile Digital Health - Toronto, ON*

- Advocating for robust data governance practices by establishing a data ownership framework for clinical data interoperability and HL7/FHIR integration for international enterprise health clients.
- Led cross-functional leadership initiatives to establish a consistent taxonomy for data platform integrations, accelerating data availability speed for external fulfillment partners.
- Managed the end-to-end tracking plan for data infrastructure projects, ensuring seamless onboarding of complex health data for large-scale enterprise systems.

Product Owner – Digital Experience**May 2015 - August 2019***Ujala Enterprises LLC - Bethesda, MD, USA*

- Optimized the B2B SaaS travel marketplace by designing experiments to improve booking conversion, resulting in a 55% increase in total revenue.
- Utilized booking conversion insights and seller performance metrics to refine inventory mix, driving strategic growth across 3P fulfillment partner channels.
- Translated user research into technical process changes for airline partners, significantly reducing booking errors and enhancing the overall customer experience.

Senior Business Systems Analyst**October 2013 - May 2014***United Health Group - Eagan, MN*

- Championing data governance and privacy-first analytics by authoring detailed business requirements for vendor performance data and HIPAA compliance applications.
- Supported high-level data infrastructure integrations using HL7 standards to ensure seamless data flow across disparate enterprise healthcare systems.
- Analyzed complex vendor management requirements to optimize system functionality, ensuring 100% adherence to strict healthcare data privacy standards.

Senior Business Analyst**June 2012 - July 2013***Mayo Clinic - Rochester, MN, USA*

- Overseeing user research to inform product decisions for the OSRP web portal, significantly improving patient data accessibility and digital user experience.
- Facilitated JAD sessions to translate clinical requirements into user-friendly features, ensuring data accuracy standards were met across all digital patient touchpoints.
- Utilized high-fidelity prototyping and process mapping to secure stakeholder influence, reducing development rework by 20% through early requirement validation.

Business Analyst**January 2012 - June 2012***Prime Therapeutics - Eagan, MN, USA*

- Provided proactive insights that influence business decisions by identifying bottlenecks in high-volume claims adjudication

workflows and pharmacy benefit processes.

- Defined business rules for automated decision-making engines, reducing manual intervention rates and improving auto-adjudication efficiency by 15%.
- Conducted root cause analysis on claims workflow analytics to implement process fixes, resulting in significant reductions in operational processing costs.

Business Analyst

May 2010 - January 2012

Blue Cross Blue Shield - Baton Rouge, LA, USA

- Interpreting complex data to inform strategic transitions during the federally mandated ICD-9 to ICD-10 diagnostic coding taxonomy migration project.
- Developed detailed data migration crosswalk maps to ensure zero data loss while transitioning legacy diagnosis codes to new regulatory standards.
- Maintained a rigorous requirements traceability matrix to ensure 100% regulatory compliance across the entire software development lifecycle.

CERTIFICATIONS & LICENSES

PMP - PMI (2020)

CSPO - Scrum Alliance (2025)

EDUCATION

- Bachelor of Science, Computer Science, North Dakota State University, Fargo, USA, May 2010