**YASIR CHAUDHRY**

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IT & Strategy Consultant with **14 plus years of professional experience and expertise** as; Lead Business Architect | Ai & Digital Product Leader | DIGITAL Transformation Lead | SAFE Agilist & Ai Strategist across various domains including **Trading | Eelction| FinTech & MarTech| Payment Processing| Train/Rail Road | Banking & Telecom.** Well equipped & capable as Ai-Engineering **Director** role.

**PORTFOLIO OF ACCOMPLISHMENT:**

* Reduced Contact Center’s **operational cost by 35%** and increased the **annual sale by $45MM** through implementation of Conversational Ai-based Chatbot.
* Enhanced customer engagement and satisfaction [**CSAT**] by **45%** through the launch of personalized features per Predictive Ai.
* Achieved **30% improvement in data security and compliance** adherence through implementation of advanced cybersecurity measures.
* Ensured Union Pacific’s Railroad safety and its adherence to **Positive Train Control** [**PTC**] compliance by implementing Big Data Lake for training & launch of AIML models, leading to proactive reaction to prevent the trains from potential collisions.
* Enabled FinTech clients [Fiserv, First Data & Citi] to retain $**40MM** plus investment funds which would otherwise outflow to other institutions, by successfully driving Digital Transformation including; Digitization, Automation, Cloud Computing, SaaS Products development & offerings, Cyber-Security, Data-Driven Insights, Chatbot implementation, CX Optimization & Ai-Adoption.
* Led **IT-Managed Services** with track record of HANDS-ON **Client Engagement & Relationship Management** including but not limited to; Leadership & **Strategy** Execution | Innovation & Technology **Road mapping** | Service Delivery & Programs Oversight | Solution **Performance Metrics and SLAs** Managements | Business Development, Consulting **Engagement Extensions** | Budgeting & Financial **Alignment to SOWs |** Team Development, Coaching & **Performance** Management | Technical Governance & **Quality** Assurance.
* Recognized for outstanding **Product Lifecycle Management** [**PLM**] and consecutively successful deliveries of **B2B-SaaS Products** to Fiserv’s FinTech and MarTech clients.

**TECHNO-FUNCTIONAL & MANAGERIAL COMPETENCIES**

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| --- | --- |
| * Adept in **LEADING** and **INSPIRING** teams to accomplish and even exceed Monthly, Quarterly and Annual goals for business success. * **Digital Product, Ai & Transformation** Strategy * AI and Machine Learning Integration across **Omni-channels.** * Allignement of **Corporate Strategy** w/ Product Vision * Proactive Risk Anticipation & Mitigation * Market Research and Analysis * Problem-solving, Critical Thinking & Attention to detail * Proactive in Customer-facing & Stakeholders Management * **Business Agility** **via Design Thinking**, **UX Optimization**, Customer-Centricity & Continuous Delivery Pipeline. * Product Metrics, Business Analytics & Data-Driven Decision Making * Business Requirements analysis and Process Optimization * Integration strategies into AI into FinTech, MarTech stacks. * Agile **Transformation** & LEAN Product Roadmap * Certified as **SAFe Agilist 5.0** | * SME in Virtual Assistants i.e. Chatbot and Voice Bots * Professional Communication, Collaboration & Presentation skills * Innovation & Creativity * Governance & Compliance; **PCI-DSS, PTC, GDPR, CCPA** * NEW Technologies adoption & Integration * Strategic Roadmap for AI Adoption * Implementation of Conversation Ai, Predictive Ai and Generative Ai * Advisory on selection of Machine Learning vs Deep Learning, Open-Source Models vs Proprietary Models and **LLM** vs Small Language Model [**SLMs**] * Active Engagement with Data Scientists, Ai Engineers & Tech Leads throughout **Features Selection/Engineering**, **Prompt Engineering**, **Embeddings**, Retraining/**Fine-Tunings** and **Transfer Learning** as applicable. * End-to-End **AIML** Product Lifecycle Management [**PLM**], Complete Data Lifecycle, Model Validation, **Experiment Tracking**, **A/B Testing,** Launch/Deployment, Continuous Monitoring & Improvement. |

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| FRAMEWORKS | SDLC | Waterfall | AGILE | SCRUM |LEAN-AGILE| SAFE | XP | Acceptance Test-Driven Development [ATDD] | Design-Driven-Development [DDD] | 6-SIGMA [**DMAIC**] | SCRUMBAN |
| TECH STACK [Implemented] | BIG DATA Ecosystem| RDMS |IVR | **Google Dialog** **Flow CX**| CCAi | **NLP**| Virtual Assistant for Chatbot & Voice Bot | LLM| **ChatGPT**|Conversational Ai, Predictive Ai & Generative Ai], Diagnostic as a Service [**DaaS**] | **SaaS**, Kubernetes Microservices. Cloud Technologies [AWS, GCP & Azure], Azure Data Lake, APIGEE, Sales Force [**CRM**], Data Integration, Nuance, Genesys, Co-Pilot, MLOPS & LLMOPS | Langchain and Vector DB. |
| TOOLS & TECHNIQUES | MS Office | Visio | JIRA Align & iTrack | Confluence | FACETs | MS Project | Primavera |ServiceNow| Tableau | SQL | BPMN | [ATT’s] SMART Home Manager |
| IMPLEMENTATIONS | DIGITAL Transformations |New Product Development & Customization | Telemetry | Migration to AWS-S3 | Multi-Factor Authentication | Artificial Intelligence Machine Learning [AIML] | Kubernetes’s Deployed MICROSERVICE APIs| DEVSECOPS | DEVOPS| CI/CD| Payment Processing Identity & Access Management | Single-Sign On [SSO] | BIG DATA Lake | Mobil Apps | CYBER/DIGITAL security & Compliance Initiatives, VA Integration with Digital Channels| ASYNC Chat & Notifications. |

**PROFESSIONAL EXPERIENCE**

**Senior Gen Ai Lead | Gen Ai Strategist 06/2024 – Present**

**Verizon, Dallas, TX**

**Responsibilities**

* Leading the **Digital Transformation and Gen Ai adoption** within Verizon's CONSUMER-SALES & SERVICES space including but not limited to digital channels i.e. Chatbot, website, Mobil site, Mobil App, IVR and social media with heavy focus on **Omni-channel** experience.
* On behalf of Info-Vision [a Digital Transformation Partner of Verizon], responsible for HANDS-ON client-facing and End-to-End Ai Program Engagement & Relationship Management, including but not limited to;
  + Gen-Ai Leadership & **Strategy** Execution,
  + Recommendation and finalized selection of best-fit and highest business valued-based selection of use cases for AI,
  + Innovative **Road mapping**, leading to gradual Ai maturity
  + Leveraging and optimization of Verizon Enterprise Generative Ai Services [VEGAS] platform [in-house platform for Ai experiments and POCs]
  + Service Delivery & Programs Oversight
  + Solution **Performance Metrics and SLAs** Managements
  + Budgeting & Financial **Alignment to SOWs**
  + Team Coaching & **Performance** Management
  + Technical Governance & **Quality** Assurance
  + Ensuring On-Time, In-Scope & Within Budget Delivery
  + Ongoing evaluation of Solution performance as per SLAs
  + Recurring status meetings & feedback sessions with the clients and stakeholders.
  + Anticipation and recommendation of further use cases with high business value [ROI] on SOW, leading to **Engagement Extensions**.

**Sr. AI Product Manager | Lead AI Strategist**

**AT&T, DALLAS, TX 02/2021 – 03/2024**

**Responsibilities**:

This initiative is to implement Conversational Ai-powered Virtual Assistant/CHATBOT across Omni-Channels in partnership w/ Google AI – Dialog Flow CX for both; Chat as well as IVR. Currently AT&T spends approximately 7$ on each call addressed by its Customer Service Specialists. Upon successful onboarding of all INTENTS onto CHATBOT and Voice-Bot, ATT will reduce its operational cost, hence will be saving in Millions.

**Responsibilities**:

* + Led the development and implementation of AI-driven solutions for Contact Center AI (CCAI) applications.
  + Collaborated with cross-functional teams to define product requirements, prioritize epics & features, and drive product roadmaps aligned with business objectives.
  + Developed AI Chatbot/Virtual Assistant solutions to enhance customer interactions and streamline support processes.
  + Leading End-to-End Product Lifecycle Management [**PLM**] and **LEAN-AGILE Product Roadmap**, Features Backlog & E2E **Deliverables** including;
    - Proof of Concepts [POCs],
    - Minimum Valuable Product [**MVP**] based on Minimum Viable Data [MVD].
    - Prioritization of use cases i.e. Billing, Order Status, Data Plan, **International, Plan Change** and Troubleshooting etc.
    - Progressive Product Growth & Maturity.
  + Conducted market research and competitor analysis to identify trends and opportunities in the CCAI space.
  + Worked closely with data scientists and engineers to design and deploy AI Machine Learning models for NLP and conversational AI.
  + Integrated the virtual Assistant with;
    - Genesys and Nuance for escalation over to Live Agent as needed,
    - Predictive AI models to give personalized features per customer’s history and preferences
    - Gen Ai/LLM to summarize the transcripts over to the Agent
    - CRM [Salesforce] for CRM systems to provide seamless support and access to customer data.
    - Apple Business Chat/Apple Message for Business [AMB], and
    - Further channels including WhatsApp, ServiceNow & Directly etc. as per Product Roadmap & upcoming Program Increments [PIs]
  + Led the End-to-End integration of Voice Bot to Chatbot including Virtual Handling Technologies [**VHT**], leading to seamless routing/deflection of interacting customer from VOICE-To-CHAT, if the VOICE QUE has higher Estimated Wait Time [**EWT**] than Chat.
  + Ensured Accessibility Requirements to use Chatbot by the blind users are addressed by the implementation and continuous update of Speech-To-Text [**STT**] and Text-To-Speech [**TTS**] models.
  + Implemented NLP algorithms to understand and interpret customer queries accurately, resulting in a significant reduction in response times.
  + Established **Chatbot KPIs and performance metrics** to measure; effectiveness of AI solutions and drive continuous improvement, User Retention Rate, Containment Rate, LIVE Agent Escalation Rate, Fallback Rate, Customer Satisfaction Rate [**CSAT**], Conversion Rate

**Sr. Ai Product Manager | Digital Transformation Lead | Sr. Business Architect**

**Citi, Irving, TX 11/2018 – 06/2020**

The objective of this initiative was to deliver a CUSTOM-BUILT Platform named Customer Graph (CG) as part of **Citi’s Digital Transformation Roadmap**. The Product vision was to facilitate ON-DEMAND 360-degrees view on Customer Experience [**CX/UX]** on Digital Channels [i.e. Web, Mobil site & Mobil Apps] for **MarTech**), **FinTech** **IVR**, Sales Offer Management (**SOM**), Aggregated Offers Management (**AOM**) & **AIML-based services & Decision Engines.**

**Responsibilities**:

* Again represented Virtusa Polaris [ a Digital Transformation Consulting Firm] throughout Client Engagement & Relationship Management including but not limited to; Leadership & Strategy Execution | Innovation & Technology Road mapping | Service Delivery & Programs Oversight | | Business Development, Consulting Engagement Extensions | Budgeting & Financial Alignment to SOWs | Team Development, Coaching & Performance Management | Technical Governance & Quality Assurance | Solution Performance Metrics and SLAs Managements.
* Aligned the Product Vision with Citi’s Corporate Strategy & Digital Transformation Roadmap.
* Gathered the Key **Features**, **Business Requirements** & list of **Use Cases** this NEW Platform was envisioned to address.
* Enhanced the Product strategy by analysis of **Customer Journey** mapping, Customer Empathy & Customer-Persona.
* Managed a **LEAN-Agile Product Roadmap** & **Deliverables** including-
  + Proof of Concepts [**POCs**],
  + Minimum Valuable Product [**MVP**]
  + ILOT use cases for **MarTech & FinTech, and**
  + Progressive Product Maturity.
* Performed End-to-End Digital Product Lifecycle Management [**PLM**] and **LEAN**-**AGILE** Product **Roadmap** arranged per prioritized features and client commitments.
* Interacted with **UX DESIGN** team for Platform UI and Dashboard WIREFRAMES & INFORMATION ARCHITECTURE designs and ensured the consistent compliance of CITI’s Branding Strategies and UX Design Principles.
* Translated the customer **[FinTech& MarTech]** opportunities into ACTIONABLE **Requirements** for implementation.
* Frequently represented Data & Analytics [D&A] team at **Citi’s Monthly DIGITAL DEMO** sessions to showcase the accomplishment per **Digital Transformation Roadmap** i.e.
  + DIGITAL Experience [**DX**] on various Access Channels i.e. WEB, Mobil & Mobil Apps.
  + Artificial Intelligence Machine Learning [AI-ML] driven applications
  + Robotic Process Automation [**RPA**] & AI-CHATBOTs,
  + **AGILE** Transformation,
  + Cloud Migration [from On-Premise/Legacy to **AWS** [**S3**], Pivotal Cloud Foundry [PCF] & **Google Cloud Platform [GCP],**
  + Identify & Access Management,
  + Data Protection, Cyber & DIGITAL security,
  + Telemetry, and
  + IoT-Enabled Banking.
* Ensured the constant maintenance of CONFLUENCE pages containing all the necessary details of Product Roadmap, Testing [**ALPHA, BETA & UAT**] strategies, Test Accounts, SYSTEM INTEGRAION steps, Onboarding Prerequisites, **Go-To-Market** [**GTM**] Training and Product Handover.

**Product/Service Delivery Director | Digital Transformation Lead**

**FixFast4LESS, Omaha, NE 09/2017 – 10/2018**

Co-founded EXPRO LOGICS (**EPL**), which offers a range of niche **Digital** solutions including but not limited to SMAC (Social, Mobil, Analytical & Cloud) solutions, AGILE-Transformation & ERP implementations.

Co-launched a DIGITAL-TECH Start-up called FixFast4LESS, a RETAILER for software & hardware gadgets.

Responsibilities

* Generated Go-To-Market (GTM) Plan and Managed it from Project Plan Execution to GO-LIVE.
* Defined **Super-7 Essentials** as company’s **Unique Selling Point [USP], Business Model, Value Proposition, Operating Models.**
* Partnered with the Business Team in accomplishing BUSINESS AGILITY & Scalability thru;
  + Conventional and creative DIGITAL Marketing campaigns,
  + Process Automation,
  + Product Promotion strategies,
  + Effective/Attractive Pricing strategies,
  + Research & Identification of Business Development Opportunities,
  + Seamless Customer/Client Acquisition, and
  + Increase in Customer Retention/Relation Management (CRM), strategies.
* Ensured AGILE Product Delivery via DESIGN THINKING & Customer-Centric decision making.
* Defined and tracked the Key Performance Indicator [KPI] for effective Decision Making.
* Captured the User/Customer Personas for various offerings.
* Partnered w/ SMEs in all the key decisions including-
  + **Time-To-Market** [**TTM**] for all Product/Service Offerings,
  + Merchant/Business Accounts,
  + Vendor Management
  + Financial Statement Management &
  + HR Management.
* Ensured an efficient **Quote-to-Pay (Q2P) / Purchase-to-Pay [P2P]** and Supply Chain Management [**SCM**] in-place resulting in ON-TIME thus higher **Customer Experience and Satisfaction.**

**DIGITAL Strategy Lead | Technical Product Manager | Sr. Business Architect**

**Union Pacific, Omaha, NE 06/2016- 05/2017**

I had successfully led this Enterprise-wide complex initiative at Value Stream, Program/ART as well as projects level ensuring the lean implementation, ROI- Maximization and most important of all, the accomplishment of FRA’s aggressive timeline for PTC-compliance.

**Responsibility**:

* Provided end-to-end guidance and strategic directions to Enterprise Data Management (**EDM**) for complete implementation of Big Data Lake.
* On behalf of ProKarma [ an IT consulting and Managed Services firm], led the Big Data & AiML implementation program wherein demonstrated; Leadership & Strategy Execution | Innovation & Technology Road mapping | Service Delivery & Programs Oversight | Solution Performance Metrics and SLAs Managements | Business Development, Consulting Engagement Extensions | Budgeting & Financial Alignment to SOWs | Team Development, Coaching & Performance Management | Technical Governance & Quality Assurance.
* Recommended the expansion of its echo-system components per business & technological needs for **PTC**-compliance. Decomposition of the Big Data Implementation into; Data Ingestion | Data Transformation | Business Analytics & Artificial Intelligence – Machine Learning (**AIML**) **Predictive Models** to provide preemptive and proactive reaction to STOP trains before potential collision.
* Developed and maintained an end-to-end **Big Data** **architecture** depicting the **PTC** source applications, Solace for guaranteed **DATA INGESTION** along with stack of home-built/customized **Data Processors** (aka **Deployment Units** per **UP** standards) to consume the data from their dedicated **Solace-Topics**, data processing/enhancement as applicable, store it in its respective destination i.e. Hadoop Distributed File System (**HDFS), HIVE & Elasticsearch (ES)** and finally acknowledge it back to the source team via e-alert/notification.
* Managed this BIG DATA LAKE project including Project Scheduling, Work Breakdown Structure, Resource Allocation, Daily SCRUM Stand-up session with ON-SITE as well as OFF-SHORE teams & maintained the CONFLUENCE pages with the list of onboarded source applications, Go-To-Market [**GTM**] training and all other publishing & subscription details.
* Investigated & presented my Decision Analysis & Resolution (DAR) to EDM between the following options along with their Pros & Cons; APACHE KAFKA vs SOLACE vs custom-built MICROSERVICE APIs | APACHE SOLR & Elasticsearch | R vs Python vs SAS vs vs Adobe Analytics | MS Power BI, Tableau & Qlik & | Elasticsearch’s X-pack vs Search Guard vs custom code.
* Architected & monitored the end-to-end implementation and ensured the Role-Base-Access (**RBAC**) access to Hadoop clusters is in place as our **UP’s Authentication Standards and Policies** with the implementation of **Apache KNOX, Ranger in addition to Active Directory.**
* Identified and diagrammed all the potential failure scenarios along with complete and partial system breakdown/downtime hence made sure Dev Team deliver the Test-Driven-Development (**TDD**) & Acceptance-Test-Driven Development (**ATDD**) solution| Prepared Risk Mitigation plan for all the known & potential failure scenarios.

**DIGITAL Transformation Program Lead | Sr. Business Architect**

**First Data Corp. Omaha, NE 02/16- 06/16**

This was a Multi-Million Dollars INTER-CONTINENTAL DIGITAL Transformation initiative (North America, Latin America, APAC Europe, Middle East & Africa) to upgrade & globalize the command center (**GCC**) in aggressive pace.

**Responsibilities**

* Represented Virtusa Polaris [a Digital Transformation Consulting Firm] throughout Client Engagement & Relationship Management including but not limited to; Leadership & Strategy Execution | Innovation & Technology Road mapping | Service Delivery & Programs Oversight | Solution Performance Metrics and SLAs Managements | Business Development, Consulting Engagement Extensions | Budgeting & Financial Alignment to SOWs | Quality Assurance | Team Development, Coaching & Performance Management | Compliance to Technical Governance | On-Time, In-Scope & Within Budget Delivery.
* The successful execution of this program would provide the Data-Driven ACTIONABLE INSIGHTS, hence the justification for the following workstreams;
  + Transition to **offshore** offices (PUNE & MEXICO],
  + Command Center Process Optimization,
  + SMART Alerts Management via Artificial Intelligence Machine Learning (**AIML**) Predictives,
  + Cloud Computing &
  + Infrastructure / **Networks** upgrades.

**SaaS/DIGITAL Product Lead / Business Architect**

**Fiserv Inc. Omaha, NE 07/11- 05/15**

Led as Digital Product Manager and Business Architect throughout development, enhancement & optimization of the Online Account Management [OAM], one of the LEADING **B2B SaaS** product offered by Fiserv for portfolio of financial clients from Pre-sale engagements to the successful deliveries.

**Responsibility**

* Led end-to-end **Business and Solution Architectures** for; New products development | Existing product engineering with niche features |Identity & Access Management | Single-Sign-On [SSO] & Payment Processing.
* Collaborated with the Senior Leadership, Engineering team and Chief Product Officer [**CPO**], Client-facing & Implementation teams to define, prioritize and deliver Product Feature & Capabilities per client’s expectations.
* Managed End-To-End SaaS Product Lifecycle Management [PLM] from **Conception/Ideation to Deployment to Optimization to** Sunsetting/Decommissioning for Fiserv’s FinTech clients.
* Targeted and accomplished Fiserv’s **Business Agility** via Design Thinking to create LEAN and Out-of-Box Customer Experience [CX] on all of Fiserv's Online Banking [OLB] & Digital Products.

**Strategy Business Analyst | Product Integration Analyst [INTEGRATION PROJECT]**

**Election Systems & Software Inc. Omaha, NE 07/10- 10/10**

The strategic goal of this seasonal initiative was to integrate the existing products like Election Data Manager (**EDM**) and Election Reporting Manager (**ERM**) into a latest & collaborative product; named as **Election Ware**. EW would interact with **DS200**, **DS850**, **Auto** **Mark** and **PCS** central scanners to enable ELECTION officials manage Pre- and Post-Election tasks.

**Responsibilities**

* Extracted the HL Business Requirements from the client states Election officials and translated into Functional, Non-Functional Requirements, **UML** use cases and user stories including **User Acceptance Criteria** to ensure Quality Product.
* Generated System Requirement Specifications and validated w/ the Election Domain Experts & DEV teams.
* Participated in the SCUM ceremonies i.e. Daily Stand-up, Sprint Grooming, Sprint Planning & Sprint DEMO sessions.
* Conducted **EDM & ERM Data Analysis** to extract the specifications needed for successful Product **Integration**.

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**Strategy Business Analyst | Process Engineer**

**Oriental Trading Company, Omaha, NE 03/10- 06/10**

I joined as Business Analyst/Process SME to assist OTC for their **Item** **Level** **Initial** **Forecast** (**ILIF**) enhancement which was to package **Merchandise** **Assortment** **Planning** **Software** (**MAPS**) with Add-On functionalities including **Seasonal** **Offer** **Enhancement** (**SOE**) and **Suggested** **Purchase** **Order** (**SPO**).

**Responsibilities**

* Collaborated w/ OTC’s Senior executives, Portfolio Management, Domain Experts, TECH LEADs, Supply Chain Management (**SCM**), Merchandise Forecasting, **Digital/Web** channel teams, Vendor Management, Business/Process Owners, **Business Intelligence/Business Analytics**, and other stakeholders/end users.
* Led the Requirements gathering sessions to enlist the Functional & Non-Functional Requirements [**NFRs**] into **BRD/SOW** which was meant to be used as **Blueprint** for **DTI** (a 3rd party vendor) and OTC-IT team.

**EDUCATION, TRAINING/CERTIFICATIONS:**

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| **Education/Program** | **Major/Concentration** | **Institute** |
| Bachelor Degree [In-Progress] | Business Administration | University of People [UoP] – USA |
| Associate Degree | Psychology | Political Science | Gujranwala Board | Pakistan |
| Ai Product Management | [Artificial Intelligence (AI-Data) | 365 Careers |
| Process Analysis & Optimization | Business Process Management | University of California, Irvine, CA [e-course] |
| Data Sciences | Machine Learning using R/Python/SAS | 365 Careers |
| IT-Emerging Leadership Program (**ELP**) | IT-Leadership- | AIM-Infotech Academy |
| Certified-Professional Scrum Master (**PSM**) | Agile Scrum Master & Coach | SCRUM.ORG |
| **SAFE 5.0) AGILIST** Certification | SAFe 5.0 AGILIST Certification | Scaled Agile Inc. |
| Generative Ai | LLMs, ChatGPT & Dolly | Databricks Academy |
| Ai Business Leadership | Ai for leaders | Management & Strategy Institute [MSI] |