**Ashok Kumar**

**Principal Product Owner**

Certified SAFe 6 Agile Product Manager

Certified SAFe 6 Product Owner/Product Manager

Certified Scrum Product Owner  
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**PROFESSIONAL SUMMARY**

**As an oriented Principal Product owner** with 15+ years of experience driving successful product strategy, innovation, and launches. Proven track record of leading cross-functional teams, defining product roadmaps, and delivering market-leading solutions. Skilled in gathering business requirements, creating user stories, and collaborating with development teams to deliver exceptional products. Proven ability to align business objectives with customer needs, resulting in revenue growth and market expansion. Strong analytical and problem-solving skills, coupled with a data-driven approach, make me an asset to any product team.

**SKILLS**

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| --- | --- |
| * Product Management | * Product Vision & Strategy |
| * Market Research | * Competitive Analyses |
| * Product Roadmaps | * Agile Framework |
| * Project Lifecycle Management | * Agile Methodologies |
| * Product Design & User Experience | * Program Oversight |

**WORK EXPERIENCE**

**Principal Product Owner | Verizon – Dallas, TX *05/ 2023 - Current***

* Worked with 6 Product Owners in the Release Train to ensure that deliverables are within committed timelines.
* Developed and executed a comprehensive product strategy that aligned with company's goals and market demands.
* Led cross-functional team of Product Owners, UX designers, and engineers, fostering culture of innovation and collaboration.
* Skill in eliciting and documenting user requirements through interviews, workshops, and other techniques (JAD, JAR).
* Reducing time-to-market by introducing agile methodologies. Overseeing the entire product lifecycle, from ideation and conceptualization to launch and post-launch optimization.
* Conducted in-depth market research and competitive analysis to identify opportunities and threats. Utilized this data to make informed decisions and prioritize features, resulting in a 20% increase in user satisfaction.
* Effectively communicating product strategies and updates to C-level executives, investors, and cross-functional teams, ensuring alignment and buy-in.
* Playing a pivotal role in driving revenue growth through product enhancement and introduction of new offerings, contributing to savings during my tenure so far.
* Developing and maintaining product roadmaps that outline short-term and long-term goals, ensuring transparency and alignment across the organization.
* Championed a customer-centric approach, gathering and incorporating user feedback to improve product usability and satisfaction.
* Managing product budgets effectively, optimizing resource allocation and ensuring projects are completed on time within the budget.
* Collaborating with sales, marketing, and customer support teams to create cohesive go-to-market strategies and support product launches.
* Overall, my tenure with this client is marked by strategic thinking, effective leadership, and a track record of delivering successful products that drive business growth and customer satisfaction on a regular basis.

**Sr. Product Owner |Walmart – Dallas, TX *03/2022 - 04/2023***

* Worked cross functionally with Sales, Marketing, IT and Analytics teams to build a digital platform on Adobe Experience Manager.
* Gathered and documented requirements for API development for web applications as needed.
* Facilitated and organized Program Increment (PI) meetings alongside Agile coach, sprint planning sessions and refinement sessions with IT and business teams.
* Got the issues resolved reported by agents on B2B and direct customers on B2C by being the voice of customer.
* Build Optimization Test Plans using for A/B testing, multivariate testing, segment-based targeting, behavioral targeting and personalization.
* Regular interactions with cross functional Product Owners and Scrum Masters to get impediments resolved on timely manner for a smoother delivery.
* Created epics and features in JIRA for Product Owners to review and refine them for the development teams to consume for development.
* Utilized SharePoint for documentation and accessing the internal data using the intranet sites.
* Worked closely with Customer Care Centers – both IVR and Chat to identify the gaps and challenges with the current application.
* Communicated vision, roadmap, and help with dependencies on cross-functional teams within the release train and resolving the external dependencies.
* Working with the RTE (Release Train Engineer) to schedule releases prior to PI Planning for all teams
* Established and stream-lining the processes for Scrum Teams on improving the velocity sprint by sprint.

**Product Owner | Capital One - Remote *05/2018- 02/2022***

* Elicited and documented the requirements to build APIs for the web applications as and when needed.
* Defined and managed strategy and business objectives for moderately complex products by identifying market opportunities, conducting benchmark studies and competitive assessments; developing business cases; and setting objectives and key performance indicators for products.
* Responsible for serving as a primary point of contact for clients, leading and training offshore associates, and day-to-day management of the project.
* Was responsible for serving as a primary point of contact for clients, leading and training offshore associates, and day to day management of the project.
* Areas of project expertise included commercialization strategy, brand planning, organizational redesign, and lifecycle management.
* Identified the higher priority work from the backlog and allocate them in the sprints.
* Managed teams both onsite and offshore
* Conducted brainstorming sessions with the stakeholders to refine the requirements.
* Maintained the requirements in the form of user stories backlog in JIRA and transform them as needed to make it in usable format by the technical team.
* Led the product team by taking crucial decisions, prioritizing work and sprint planning.
* Acted as a liaison between primary business stakeholders and the product team.

**Sr. Business Analyst |State of Florida, DOT – Tallahassee, FL *01/2017 - 04/2018***

* Worked with business stakeholders to gather the requirements and create user stories for the development.
* Organized daily standups, user story refinement sessions, sprint planning meetings, demo, and retrospectives.
* Utilized Azure Devops to create stories and track the requirements for the developers to consume and work on them.
* Worked with business stakeholders to retrofit the business requirements and business architecture into the existing applications.
* Wrote complex SQL queries and prepared SSRS reports and Power BI reports for the stakeholders to understand the performance of the application.
* Acted as a stand-by scrum master as and when needed.
* Prepare the use-cases and BRDs for the development team to work seamlessly.
* Interact and UX team to identify the gaps with the current application and propose ideas for the new design.
* Lead the product team by taking crucial decisions, prioritizing work, and sprint planning.

**Sr. Business Analyst |State of New Mexico, PED - (Remote) *04/2015- 12/2016***

* Responsible for creating business and functional requirements necessary for creating software products that meet customer needs, expected delivery dates, along with exceptional quality standards.
* Areas of project expertise include commercialization strategy, brand planning, organizational re-design, and lifecycle management.
* Write epics, features and user stories that can be consumed by the technical team for application development.
* Created graphic visuals and reports using SQL and Power BI for the business stakeholders.
* Organize workshops and brainstorm sessions with business owners and stakeholders to identify the work for upcoming quarters.
* Conduct design meetings with UX team.
* Participate in business development related discussions with clients in undertaking and launching new products.
* Conducted functional walkthroughs and User Acceptance Testing (UAT) sessions.
* Developed training material and provided end user training.

**Sr. Business Analyst | Great American Insurance, Cincinnati, OH *08/2013- 03/2015***

* Responsible for serving as a primary point of contact for clients, leading and training offshore associates, and day-to-day management of the project.
* Focused on areas of project expertise which include commercialization strategy, brand planning, organizational re-design, and lifecycle management.
* Performed SWOT analysis, impact analysis and cost/benefit analysis prior to presenting the proposals/ppts to the business stakeholders.
* Organized workshops and brainstorm sessions with business owners and stakeholders to identify the work for upcoming quarters.
* Improved and streamlined processes and systems related to on-boarding data, data quality, data accuracy, data usability, value creation, and machine learning.
* Conducted design meetings with UX team.
* Knowledge of various testing techniques, such as black-box testing, regression testing, and usability testing (UAT).
* Coordinated, completed, and oversaw job-related activities and assignments by developing and maintaining relationships with key stakeholders; supporting plans and initiatives to meet customer and business needs; identifying and communicating goals and objectives; building accountability for and measuring progress in achieving results; identify and address improvement opportunities; and demonstrate adaptability and promote continuous learning.
* Discussed Business development related with clients in undertaking and launching new products.
* Ensured compliance with company policies and procedures and support company mission, values, and standards of ethics and integrity by implementing related action plans; utilize and support the Open-Door Policy; and provide direction and guidance on applying these in executing business processes and practices.

**Business Analyst | Blueshield – California, CA *02/2008 - 07/2013***

* Client engagement to gather software requirements/business rules, to ensure alignment with development teams.
* Assisting in all divisions and various departments across the company to assess their needs and develop intuitive wireframes.
* Developed a quick and thorough understanding of MS SharePoint 2010. Performed quality assurance testing on developed SharePoint sites and web parts.
* Interaction with pilot team site users to understand their effective experience to develop future collaborative spaces and training materials. Developed training materials for content loaders.
* Based on the needs of users authored functional requirements. Authored a governance plan detailing the rules and policies for the SharePoint Project.

**CERTIFICATIONS:**

* Certified SAFe 6 APM (Agile Product Manager)
* Certified SAFe 6 POPM (Product Owner/Product Manager)
* Certified Scrum Product Owner (CSPO)
* Certified Professional Scrum Master (PSM)
* Certified SAFe 4 Agile Practitioner

**EDUCATION DETAILS:**

* Bachelor’s in Arts from University of Delhi