

Shriya S Hegde

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An Astute Professional with about 8 years of experience in E-commerce, Product and Project Management

- Bringing expertise in collaborating with project team members; utilizing proficiency in coordinating activities of a team and facilitating project-team related meetings to execute assigned work.
- Possess expertise in establishing schedules and project parameters, with strong ability to contribute to strategic plans and project reviews.
- Adept in team building, project management, and business development operations by building and retaining exceptional staffs and creating excellent work environments.
- Hands on experience in successfully managing internal/external stakeholders, customers, building process & products from ground up, working with high-performance cross-geo teams in collaborative environments.
- Unique track record of launching new product features, drive user adoption and scaling it into different international markets.
- Collaborated with UI, UX team to enhance mobile & desktop shopping for the better customer experience.
- Highly successful in translating customer/user needs into product requirements and establishing creative user interactive products.
- Worldwide Amazon global speaker and Master trainer responsible for new hire trainings and providing KT's quarterly.

Achievement Synopsis

- Built a workforce management and capacity planner product for Amazon retail business and Amazon Finance team.
- Integrate software development, testing and technology design with e-commerce business requirement by streamlining manual backfill process and eliminating complete use of excel spreadsheet and built a complete automated backfill tool
- Used constructive criticism with Amazon category team to reduce concession leakages, customer returns and improve Item data quality grading (IDQ) for general ledger beauty with the savings of \$6,56,892.
- Identified relevant and appraisable components of effective management improving the NRR/Actionability rate of the team and succeeded in enhancing the program goal by 2x i.e. from 33.14% to 68.44%.
- Drive adoption of 3P sellers into Amazon eco system, monitor sales performance and provide insights
- Define marketplace expansion plan and operationalize product strategy by training sellers
- Created chat-bot which managed seller queries related to variation creation in Amazon catalog
- Managed a team of 35 (product associate and specialist) to drive process improvements & enhancements
- Own product roadmap/life cycle, keep stakeholders appraised
- Perform competitor analysis/intelligence and improve products to meet market benchmark
- Established end-to-end SESU (Seller support) process to provide accurate resolution to customers

Skills & Competencies

PROJECT & PRODUCT MANAGEMENT

Business Expansion – Customer Service – Project Management – Analytical Problem Solving – Compliance Reporting Retention – Timeline Development – Collaboration – Negotiation — Work Flow Analysis – Market Intelligence – Team Building – Operations Management – Project Budgeting – Technology Assisted Review– Product launch– Create and manage Sprint & Epic– Agile Scrum- RCA's– Scrum master–Product designs

TECHNICAL

Big Data Management– OS & DBs– SQL & Python– Cloud Operating Systems– Containers & Kubernetes– JIRA & Aha– Machine Learning–Asana

BUSINESS

Program & Project Management– 3P Seller/Vendor Management– People Management– Quality Control – Build, drive, and coach teams– ROI Driven Business Plans– Driving Change and Transformation– Influence senior & management executives

Organization Scan

AMAZON – Bengaluru, IN

Jan 2021–Present

SME - Product and Project Management

Manage and administer program and projects, deliver excellence in client services, leveraging interpersonal skills to establish rapport with team members. Perform market analysis, gather claims data, analyze data and projections to create forecasts in narrative and graph format; clearly and succinctly communicate trends to clients/stakeholders in meetings.

- Authorize the project on the basis of its mandate and business case build project charter and manage end to end project
- Built product ground up which identifies catalogue defect, enriches data, and append corrections. Expand the product across 10+ marketplaces
- Documentation of manual SOP, implementing the same in operations and transform the same into product
- Create user stories and sprints, manage epic and responsible for creating ceremonies, retrospective meetings and create burndown graphs
- Demonstrate “visible” support to the program and its management team coordinating in the projects and their interdependencies.
- Plan, track, and report on outputs and outcomes for escalation management and documenting COE (Cause of Error).
- Assist the recruitment, training and people development programs to hire the best-fit candidates.
- Manage interfaces between all departments by providing communication, coordination, and follow-up to meet project goals and objectives, expedite the flow of technical information.
- Conduct selling partner/customer surveys to garner feedback to deliver improvements in product

AMAZON – Bengaluru, IN

October 2017 to Jan 2021

Senior Product Specialist

- Performed diverse functions, administered benefits, led special projects, updated policies, collaborated with team mates and revamped orientation and training programs for newly hired employees.
- Executing tasks geared towards adding selection, reducing defects, increasing revenue, and reducing effort for our customers and vendors
- Forecast/Plan, acquire, utilize, and manage required project resources and skills appropriately
- Conducted weekly and monthly reviews to analyze the performance against the organizational goals.
- Demonstrated leadership by working with the team members and converting process improvement ideas to Kaizen projects.
- Assisted the Ops Manager/ Site Leader in gathering data and preparing reports for analysis.

AMAZON- Bengaluru, IN

June 2015 to October 2017

Associate

- Created new or modify existing processes to improve the productivity, Turn Around Time (TAT), efficiency and accuracy of the Catalog operation.
- Generated the consolidated report and update regular status on a daily basis by maintaining the quality above 99%.
- Improved opportunities and use of small-scale automation, technology to increase productivity or drive process simplification.
- Supported data collection, reports preparation, exercised push back & realigned expectations with multiple stakeholders.

Education, Certification & Affiliation

Bachelor of Computer Science Engineering, 2015

Alvas Institute of Engineering and Technology, Mangalore, India

Awards: First among equals, Extra mile, Customer delight and Einstein Award for automation

Personal Details

Nationality: Indian

Languages Known: English, Hindi, Kannada, Tulu