



REKHA VIVEK (She/Her)

Senior Program Manager, EPSILON (PUBLICIS GROUPE)

CONTACT

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Core Competencies

- Digital strategy & transformation
- Agile Program Management/Project Management
- Stakeholder management / Leadership
- Business Planning & Business Strategy
- Presales /DevSecOps /Automation

IT Skills:

Tools/Tech: Angular JS, Java, API, Hybris, MuleSoft, Ruby on rails, Salesforce Commerce/Marketing/Service clouds

Testing Tools: Selenium, Robotium, Appium

Devops: Jenkins, Cruitcontrol, SVN, GIT Hub, AWS, Dynatrace, Splunk, Sonar qube

Reporting– BI & Tableau reports

Awards & Recognitions:

AIM (Analytics, Interactive, Mobility)- Achiever Award (Q4 2015)

ACE (Accenture Celebrates Excellence) Award (Quarterly Q1 2016)

ACE - Delivery Champs Award (Quarterly 2017 Q1)

15 years of Global diverse engagement lead with the experience of Digital transformation and digital marketing, DEI Evangelist, leading teams in Enterprise & cloud (SAAS) development. Specialized in Digital Marketing, Financial services (Private banking, Investment banking, Institutional banking, Loyalty), Ecommerce/Retail domains and skilled at Presales, Strategy & Planning, setting up COE, Implementation, overseeing key deliverables/improvements by value adding programs fueling global growth. Lead Global cross-functional teams in delivering strategic initiatives proven to improve systems, processes, and bottom-line results. Customer-focused professional with successfully delivered projects budgeted \$10M up to \$30 M.

Work History

Senior Program Manager @ Epsilon (Publicis Groupe)

February 2019 – Current

- Spearheading 3 most critical programs of Epsilon India Loyalty – by migrating large banks and retail customers to Epsilon's Product stack by taking care of strategic account growth, End to end Delivery, Client relationship management, Business & IT alignment, Risk mitigation & Financials with great margin by spearheading heading Program steering committees and Quarterly Business review meetings.
- Collaborating with internal/external stakeholders to work on the various deals from Presales, RFP response, estimation/budgeting, licensing, SOW, DPA, MSA till successful go live & Hypercare support. Some of the major clients include Swiss multinational banks (Apac and EU region), One of the largest banks in Canada, US & Europe region, US & UAE,AU's top retailers.
- Orchestrated multiple Townhalls, Panel discussions along with Group executive Board to showcase product roadmaps, Finance and Operation Strategy, Awards, and recognitions in collaborations multiple stakeholders from Leadership, Sales/Pre-sales and Delivery.
- Ideated/Driven tool creation which gives a visual representation to leadership team on Profit Margins/forecast, resource utilization etc.
- Proactively organizing workflows to identify and resolving cross-agency concerns.
- Mentoring/Coaching functional & technical team strength of 70+ associates including Tech managers, People managers ,QA managers & Business Analysts.
- Account growth planning, multiple projects estimate along with client services and client team by catering to the need of client.
- Facilitated project delivery with a high profit margin of >30% by implementing multiple strategies for budget savings.
- Capable of Leading a team of 70+ associates across the globe (APAC, MEA,US/Canada)
- Effectively collaborating with various internal and external stake holders across the globe (US, Canada, EMEA).
- Organizing multiple social and Collaboration Activities at Portfolio and Org level, DEI Events.

Business Integration Manager @Accenture India pvt. Ltd

February 2015 - February 2019

- Lead multiple Digital transformation programs for Prestigious Swiss multinational Banking Client (both for APAC & EU), Ecommerce implementation for Western Digital (B2C implementation), Global Brands (Salesforce Implementation).
- Driven various Global teams as a Delivery manager taking care of end-to-end delivery of the project with a global team strength of 40+people.
- Orchestrated the Product Launch and Adoption of the application for banking clients to plan/strategize the activities for launching and making the product successful.
- Setting up the COE group for IOS and Android automation/Devops for various Client demos and Project injection.
- Lead multiple initiatives at portfolio level on Automation, Innovation, Standardizing the various project processes to save budget\time\efforts when new deals start.
- Customer - Expectation Alignment and Management, Get the best value proposition (People, Product [Outcomes], Process, Financials, Idea).
- Stakeholder relationship management
- Responsible for Client Demos, Client Visits, Client Delivery Governance meetings, Accenture Delivery Meetings, Automation assessments, Success story narration etc.

Epsilon Quarterly Portfolio award (2020 Q3)

Epsilon Magnitude Team award (2021 Q2)

Interests:

Yoga, Meditation & Sports

Art

Conducting Social collaboration events

Volunteering & Community involvement

Senior member Technical Staff | Oracle India Pvt Ltd

Bangalore, India - January 2011 - February 2015

Associate of Projects | Cognizant Technology Solutions

Bangalore, India - December 2007 - December 2010(Contractor with Amazon India development)

Education & Certifications

Bachelor of Engineering in Electronics and Communications (VTU, Karnataka)

- Global Advance Product management from IITG(Completion by Sep 2023)
- SAFe 5.0 Agilist
- ITIL Foundation Certified (2011)
- Sun Certified Java Programmer
- Wealth Manager Bronze Certification from Temenos University.
- Foundation level Business Analyst Certification from Chartered Institute of IT