Gurvinder Singh [Coca-Cola, Walmart]

☑ **Sr. Product Manager**   ☑ **UX Analysis**   ☑ **Product Owner**   ☑ **Business Analysis**   ☑ **B2B SaaS, B2C**

Impactful Contributions:

- 15 years of experience in Multidisciplinary roles **including Sr Product Manager, UX Analysis, Product Owner, Project Manager, Delivery Manager, Data analysis, AI ML, AI PM,** and **Agile** Coach.
- Supported CxOs, VPs, and Senior leadership in creating and managing end-to-end Strategic and tactical - Vision, Mission, Strategic Goals, OKRs, Roadmaps, Best practices, Process and Operations, Product & project backlogs, Project Development, KPIs and UAT.
- Defined and executed product vision, strategy and roadmap using market research, analysis, competitor research, stakeholder insights, and user research.
- Gathered and applied customer feedback (VOC) to inform product decisions and enhancements.
- Owning the end-to-end product lifecycle from ideation, design, development, launch, post-launch feedback and iterations.
- Partnered with marketing, CSMs, CRMs and engineering teams for seamless product delivery.
- Cultivated strong relationships with key customers to understand needs and enhance satisfaction.
- Ensured designs solve real user problems through user research and usability testing.
- Monitored customer feedback and usage data to address potential issues early.
- Built teams through collaboration with HR for various product & project, budget and resource requirements.
- Provided Agile coaching and training on Scrum ceremonies and methodologies.
- Led product development for Gen-AI/ML products, including VaaS, RAG (LLM powered) chatbots, mobile apps, AR/VR, and web platforms.
- Achieved 20% reduction in delivery timelines, 30% improvement in stakeholder satisfaction, and 25% boost in team productivity.
- Improved challenging client relationship, resulting in 18% business revenue increase.
- Developed deep understanding of user challenges to guide product development.
- Led comprehensive onboarding programs for new users.
- Expertly launched new products and initiatives from ideation to execution – using Design thinking, scrum, sprint planning.
- Managed product progress through monitoring metrics and KPIs, maximizing business value and reducing time-to-market.
- Identified and mitigated risks, ensuring effective resolution of issues and dependencies.

Skill expertise:

- Market Analysis and Research
- Product Management
- Brainstorming ideas & features
- Epics – Features - User stories
- PRD (Product req document)
- Product designing
- Product Backlog
- Budget & Resource management
- Delivery Management
- Product Ownership
- AI Product (Gen AI - RAG)

- Data analysis, AI - ML analysis
- User Acceptance Testing (UAT)
- Stakeholder Management
- User Research
- Voice of Customer (VOC)
- Cross-functional Collaboration
- CSM – CRM - Account management
- UX UI Engg teams collaboration
- Usability Testing
- Team Building
- Release schedules

- Project Management
- Agile - Scrum Practices
- Roadmap Development
- OKR Management & KPI Tracking
- Mobile App Development
- Product Launch (Go-To-Market)
- Web - API integrations
- Performance Improvement
- Client Relationship Management
- User Onboarding
- Risk Management

Tools expertise:

Category	Tools
Product Vision, Strategy, Roadmap	Linear.ai, Jira, Microsoft 365, AI tools, Prototyping, Designing, Mockup.
Product & Project Management	Design Thinking, Double Diamond, Lean Thinking, Agile development, Scrum, Kanban, SAFe,
UX Design	FigJam, Miro, Mural, XMind, UX & Ui Analysis.
Market Research, VOC	SurveyMonkey, CRM, CSM, Internal tools, Surveys, feedback collection from stakeholders.
Requirement Gathering & Analysis	OKRs, Epics, Story Mapping, Balsamiq, User Stories, Acceptance criteria, User journey mapping, Jobs to be done, Personas.
Data Analysis/Product Analytics	Python, SQL, AI, ML, Excel, Sentry, Mixpanel, Heap, PostHog.
Full stack development	Python flask stack, MERN, MEAN, Serverless stack, PostgreSQL, Flutter firebase.
AI development tools	Open AI, APIs, Cursor, Replit, Google IDX, Google Colab.
Agile Coaching, Delivery management	Agile frameworks, Scrum, Kanban, Team management, Org change & transformation management.

Academic Background:

Masters in Business Administration (MBA) - Goa University

Bachelor of Engineering/Bachelor of Technology (B.E/B.Tech) - Goa University

Certifications: CSM, CSPO, ICP-ACC

Vision Group Retail Pvt Ltd. [clients Coca-Cola & Walmart] – Sr. Product Manager | Delivery– 2022 to 2024
- Directly working and collaborating with the senior stakeholder leadership – CEO, CPO and VP of Product – weekly and monthly decision making, meetings, and reporting.
- Responsible directly for Product vision, mission, Goals, Product backlog with senior stakeholders for AI, ML, AR/VR, Gen-AI RAG based Products and related projects.
- Responsible for managing and collaborating various stakeholders and teams for Brand assets management, Vision as a Service, supply chain, Predictive Maintenance, Inventory management.
- Responsible for special CxO and leadership projects - successful implementation of OKRs and product backlogs, refining them into epics, user stories with various along with solutioning teams.
- Collaborating with various stakeholders in research and documentation of AI-ML enabled –IOS and Android products and their releases.
- Enabled and facilitated transformation with Senior Leadership and stakeholders in Organizations – coached teams into Product and Agile frameworks.
- Responsible for Budget and resource management.

Consultant – Product Manager | Product Owner– 2020 to 2022
- Enabling Business Owners, Org leaders, Managers to run their Business productively and efficiently.
- Online Coaching of Product Owners, Managers, teams, and employees struggling with Agile transformation, Agile related issues, and Anti-patterns in their Orgs.
- Managed Goals, OKRs, Product backlog (multi-product) then refining them into Epics, user stories with various stakeholders from solutioning teams.
- Creating PRD and Product research plans and collaborating with with BA and UX.
- Coaching and training online – Agile mindset, Scrum, Kanban, and other frameworks.
- Mentoring Scrum masters, Project Managers and development teams.
- Contract recruiting helping HR and recruitment teams with Preparing, Sourcing, Screening, and Selecting phases.

Horigine Consultancy (Novozymes Pvt. Ltd. - Denmark) – Product Manager | Product Owner – 2019
- Successfully delivered Product services, features, projects based on roadmap in liaison with Product and solutioning teams.
- Created and responsible for - Product vision, mission, Goals, Product backlog with senior stakeholders for Products and related projects.
- Managed Goals, OKRs, Product backlogs (multi-product) then refining them into Epics, user stories with various stakeholders from solutioning teams.
- Enabled and facilitated transformation with Senior Leadership and stakeholders in Organizations – coached teams into Product and Agile frameworks.
- Responsible for Budget and resource management.
- Collaborate with CSM, Sales, Marketing, Ux/UI designers and Engg teams to find solutions and deliver them.

Horigine Consultancy (Honeywell) - **Product Manager | Delivery Coach** - 2017 to 2019
- Successfully delivered Product services, features, projects based on roadmap in liaison with Product and solutioning teams.
- Created and responsible for - Product vision, mission, Goals, Product backlog with senior stakeholders for Products and related projects.
- Managed Goals, OKRs, Product backlogs (multi-product) and documentation - refining them into Epics, user stories with various stakeholders from solutioning teams.
- Helping Organizations get an understanding of Agile frameworks.
- Worked as contractor for helping company HRs with hiring best candidates.

XPI Solutions Pvt. Ltd. (XCM solutions – CPA Financial solutions - Boston, USA) – Product Manager | Product Owner - 2016 to 2017
- Successfully delivered CPA financial based solutions - Products, services via stakeholder aligned roadmap and release schedules.
- Strategically defined MVP for various products and prioritizing features based on delivery timelines in collaboration with stakeholders.
- Created and managed - Product Vision, Mission, Goals, Product backlogs with senior leadership for various Products and related projects.
- Responsible for goals, OKRs, Product backlog and documentations - refining them into Epics, user stories with various stakeholders from solutioning teams.
- Participated in the various daily, weekly and monthly stakeholder meetings. Agile related - Daily Scrum, Sprint Planning, Sprint Review and retrospectives.
- Enabled and facilitated transformation with Senior Leadership and stakeholders in Organizations.
- Successfully moved multiple teams to Agile frameworks.

J.A. Pvt. Ltd. (GHT – UK) – Project Manager | Program Manager - 2013 to 2016
- Responsible for managing multiple ODCs for the client as a Manager – delivered successfully crowdsource based products and services (Funder, Donor, Financial and more).
- Supporting senior leadership with creating and refining Product Backlog Items, release planning, and scrum metrics.
- Facilitated Scaled Agile Transformation and implemented Scaled Agile as per agreed Cadence in the Org.
- Facilitating Scrum ceremonies (Planning, refining, sprint planning, daily stand-ups, retrospectives) and other meetings.
- Escalated impediments, blockers, and areas of improvement to the Senior Management during regular meetings.
- Enabled and facilitated transformation with Senior Leadership and stakeholders in Organizations – coached teams into Product and Agile frameworks.
- Responsible for Budget and resource management.

G.E. Limited – Software Developer | Agile Coach - 2011 to 2013
- Understanding the existing Business, Products, Processes and then collaborating with various stakeholders to improve them as required.
- Implemented Agile Frameworks in Organization. Trained senior management and multiple teams on same.
- Facilitating all Agile SAFe ceremonies (Planning, refining, sprint planning, daily stand-ups, retrospectives) and meetings.
- Successfully moved multiple teams to Agile frameworks.
- Helping clients/Stakeholders with UAT and creating user documents.

J.A. Pvt. Ltd. - Software Developer | Scrum Master - 2007 to 2010
- Learned and practiced Agile values, Principles, and Frameworks.
- Managing multiple teams as Scrum Master (Agile Coach).
- Facilitating all Agile Scrum and Kanban ceremonies (Planning, refining, sprint planning, daily stand-ups, retrospectives).
- Creating multiple Agile and Project reports as per compliance and customer requirements.
- Escalated impediments, blockers, and areas of improvements to the Senior Management during regular meetings.
- Creating new and updating existing web services as per project requirements.