

Gurvinder Singh\* [Coca-Cola, Walmart ]

✔ Sr Product Manager   ✔ Delivery Manager   ✔ Product Owner   ✔ Designer   ✔ B2B SaaS, B2C

Impactful Contributions:

- 10+ years of experience in diverse roles **including Sr Product Manager, Business Analysis, Product Owner, Designer, Project Management, Data analysis, AI ML, Gen AI PM, AI developer, CRM/CSM, and Agile Coach** across startups to mid-sized companies (**Products and Projects across B2B SaaS, B2C**).
  - Supported CxOs, VPs, and Senior Managers in managing end-to-end Vision, Strategic Goals, OKRs, Roadmaps, Backlogs, Operations, Product Development, KPIs, and UAT.
  - Defined and executed product vision, strategy, and roadmap using market analysis, 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 sales, marketing, customer success, 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 requirements.
  - Provided Agile coaching and training on Scrum ceremonies and methodologies.
  - Led product development for Gen AI products, ML, 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 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 metrics and KPIs, maximizing business value and reducing time-to-market.
  - Identified and mitigated risks, ensuring effective resolution of issues and dependencies.
  - Provided training and educational materials to optimize product feature utilization.

Skill expertise:

- Market Analysis and Research
  - Product Management
  - Brainstorming ideas & features
  - PRD (Product req document)
  - Epics – Features - User stories
  - Product designing
  - Product Backlog
  - Strategic - Delivery Management
  - Project 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 Collaboration
  - Usability Testing
  - Team Building
  - Release schedules
- Agile - Scrum Practices
  - Roadmap Development
  - OKR Management - KPI Tracking
  - Mobile App Development
  - Product Launch (GTM)
  - Web - API Platform Development
  - Performance Improvement
  - Client Relationship Management
  - User Onboarding
  - Risk Management
  - Training - Coaching teams

Tools expertise:

Category

Product **Vision**, Strategy, Roadmap  
Product & Project Management  
Design  
Market **Research**, VOC  
Requirement Gathering & Analysis

Data **Analysis/Product Analytics**

Agile Coaching, Delivery management  
AI development tools

Tools

Linear.ai, Jira, Microsoft 365, AI tools, Prototyping, Designing, Mockup.  
Design Thinking, Double Diamond, Lean Thinking, CPM, Agile development, Scrum, Kanban, SAFe, FigJam, Miro, Mural, XMind.  
SurveyMonkey, CRM, CSM, Internal tools, Surveys, feedback collection from stakeholders.  
OKRs, Epics, Story Mapping, Balsamiq, User Stories, User journey mapping, Jobs to be done, Personas.  
Python, SQL, AI, ML, Excel, Sentry, Mixpanel, Heap, PostHog.  
Agile frameworks, Scrum, Kanban, Team management, Org change & transformation management.  
Open AI, APIs, Cursor, Replit, Google IDX, Google Colab.

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

**Experience details:**

**Vision Group Retail Pvt Ltd. (INSIGMA-Maxerience) [for Coca-Cola | Walmart] – Product Manager (& chief of staff)– 2022 to 2024**

- Working and collaborating with senior stakeholders – CEO, CPO and VP of Product.
- Created and responsible for - Product vision, mission, Goals,Backlog with senior stakeholders for AI, ML, AR/VR, Gen-AI RAG based Products and related projects.
- Managed Goals/OKRs-Backlog (multi-product) then refining them into Epics, user stories with various stakeholders from solutioning teams.
- Managed multiple Clients/customer requirements and projects from initiation to delivery.
- Collaborating with various stakeholders on research of AI and ML enabled – Mobile IOS and Android product and their releases.
- Managing and collaborating with Vendors (vendor management) for AI and ML based components.
- Managing weekly and monthly progress meetings with various stakeholders – CEO, CPO, CTO and VP - Epics, features, roadmap, other projects progress (vendors).
- Implemented Agile frameworks via Coaching, Consulting, Managing Product teams.
- Resolved inter and intra departments and team issues.

**Consultant – Product Manager/Project Manager – 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.
- Creating PRD and Product research plans and collaborating with with BA and UX.
- Teaching/Coaching online – Agile mindset, Scrum, Kanban, and other frameworks.
- Mentoring Scrum masters.
- Contract recruiting – Preparing, Sourcing, Screening, Selecting.

**Horigine Consultancy (in Novozymes Pvt. Ltd. - Denmark) – Product Manager/Product Coach – June 2019 to Sept 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,Backlog with senior stakeholders for AI, ML, AR/VR Products and related projects.
- Managed Goals/OKRs-Backlog (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.
- Successfully moved multiple teams to Agile frameworks.
- Collaborate with CSM, Sales, Marketing, Ux/UI designers and Engg teams to find solutions and deliver them.

**Consultant - Product Manager | Lean-Agile Coach - 2017 to 2019**

- Consulting Orgs as Product Coach, Product Manager, Agile Coach/Consultant, Assessments, conducting workshops, and more.
- Conducting Agile meet-ups, Product coaching sessions and Face-to-Face (one-to-one) training workshops - online and offline.
- 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 - Boston, USA) – Product Manager - 2016 to 2017**

- Successfully delivered Product features, services, based on roadmap and KPIs.
- Strategically defined MVP for various products and prioritizing features based on delivery timelines in collaboration with stakeholders.
- Created and responsible for - Product vision, mission, Goals,Backlog with senior stakeholders for AI, ML, AR/VR Products and related projects.
- Managed Goals/OKRs-Backlog (multi-product) then refining them into Epics, user stories with various stakeholders from solutioning teams.
- Participated in the 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. (at GHT – London, UK) – Project Manager- 2013 to 2016**

- Responsible for managing ODC for the client as an Agile Coach.
- Supporting Product owner 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.

**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 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 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.