

Krishna Damaraju

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Work Experience

Product Manager
Contractor at GPC, Equifax

May 2023 - Present
Alpharetta, GA

- Utilized data analytics and customer feedback to refine MVPs and prioritize features, driving product iterations that aligned with user needs and business objectives.
- Streamlined the product development process by incorporating LLMs, which accelerated time-to-market and reduced operational costs associated with manual SKU classification.
- Lead team in building a global data maintenance solution conforming to local laws and regulations.
- Quickly onboarded myself by reading documentation, holding knowledge transfer sessions, watching presentations, and utilizing other mechanisms on topics related to business, data architecture, APIs, and integrations.

Product Manager
Salesloft Inc.

Aug 2021 - Dec 2022
Atlanta, GA

- Envisioned and implemented multiple industry-first AI/ML features involving email sentiment and text analysis, forecasting, and recommenders.
- Prioritized features based on various parameters including OKRs, product roadmap (for Salesforce integration), customer input, competitor analysis, and technical debt.
- Collaborated on a daily basis with my scrum team comprising data scientists, engineers (Machine Learning, Front End, Back End, QA), and architect in building the product.
- Wrote product requirement documents, user stories (using JIRA) and ran grooming sessions to communicate and prioritize features.
- Authored documentation (such as product briefs, knowledge base articles) for external and internal stakeholders (at relevant levels of detail) to support training and enablement activities.
- Used Looker (BI tool) to measure and monitor feature metrics and relevant KPIs.

- Gathered extensive feedback from product surveys, customer interviews, customer support and other sources.

Product Manager/Senior Business Analyst
Bakkt Inc.

Apr 2014 - Jul 2021
Alpharetta, GA

- Built and deployed an enterprise credit card loyalty solution (B2B2C) which consisted of the front end for customers to purchase 'experiences' and a portal for admins to manage inventory
- Worked with the top 5 banks in the U.S. in understanding requirements specific to the financial industry and customizing our product to their needs.
- Gathered requirements and built a fully configurable and customizable SaaS Travel solution (cars, hotels, flights, cruise, etc.) including authentication, front end, database, backend and service API integrations. This solution was implemented for various clients based on their business needs
- Managed product roadmaps for multiple products and development teams (front-end, back-end and administration)
- Grown to product manager, due to continuous passion and appreciation in dealing with customers and cross functional teams (comprising Account Management, UX, Development, QA and Customer Support)
- Improving relationship between Product Management & Engineering by authoring product requirements, creating realistic mock-ups & prototypes accompanied by detailed user stories (using JIRA)
- Improved client relations by personally connecting with them to learn market trends and understanding specific needs
- Led project release planning activities by defining project scope with business owners and established the governance model with teams to deliver multiple releases per year in the agile delivery model

Contract Business Analyst
Clients include RouteOne Inc., Ford Motor Company

Nov 2011 - Apr 2014
Detroit, MI

- Helped in gathering requirements, prioritizing, testing and project coordination of a mainframe purchasing system, contracting system and related mobile applications
- Gathered and reviewed business requirement meetings from customers based across varied geographic locations
- Conducted defect review meetings that included personnel from both business and development

- Helped in prioritizing defects based on resources/effort/business impact
- Authored business scenarios and test scripts based on the business requirements
- Interacted with the offshore test team and answered any requirement related queries

In the interest of saving trees and time, the job details relevant to the following work places have been removed. Please refer to [my LinkedIn page](#) for details relevant to these positions.

Business Systems Analyst IBM	Jul 2010 - Nov 2011 Atlanta, GA
Business Analyst: Razorfish LLC	Aug 2007 - Jul 2010 Atlanta, GA
Curam Business Analyst Esystems Inc.	Mar 2006 - Aug 2007 Vancouver, Canada
Systems Analyst EarthLink Inc.	Jan 2004 - Mar 2006 Atlanta, GA

Education

GEORGIA STATE UNIVERSITY - Atlanta, GA	1997 - 2003
<ul style="list-style-type: none"> • MS in Computer Information Systems (CIS) • BBA (Double Majored in CIS & Managerial Sciences) 	

Certifications

Google Data Analytics Certification
 Certified Scrum Product Owner (CSPO)
 Certified Business Analysis Professional (CBAP)
 Artificial Intelligence Product Management (Nanodegree from Udacity)