

KRITIKA SHARMA

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Product Manager - CSPO

Product Manager with 8 years of SaaS product experience delivering highly scalable & impactful products. Adept at aligning business requirements, shaping product vision, and facilitating design discussions across cross-functional teams.

Product Roadmap	Product Strategy	New Product Launch	Market Analysis	User-Centric Development
Agile Methodology	Customer Insights	A/B Testing	Go-To-Market Planning	Risk Management

EDUCATION

Johns Hopkins University May 2023
Master of Science in Systems Engineering

Mody University of Science & Technology May 2015
Bachelor of Technology in Electronics and Communication Engineering

EXPERIENCE

AVENUES INC | BRIGHTLY, A Siemens Company *Cary, NC*
Product Manager, Platform Integration August 2021 - May 2023

Identified cross-functional inefficiencies, reduced product backlog for SmartGov, a cloud-based B2B software

- Streamlined E2E product integration, **improved time-to-launch by 50%** and **lead time by 30%** ([Link](#))
- Evaluated market research, conducted competitive analysis and user interviews, recommended map integration feature for app, led to **82% customer satisfaction**, **20% increase in customer acquisition**, and **\$500K in new business**
- Prioritized product backlog, elaborated user stories, analyzed trade-offs involving business value, cost & development effort
- Defined and tracked KPIs to gauge progress and improve the product stability and UX experience

ERICSSON *Delhi*
Product Manager, Customers Platform Mar 2016 - Jun 2021

Spearheaded the build of a global cloud & AI-based [platform](#), defined strategic product features and product direction

- Cross-pollinated 300+ automated processes, **saved \$1.3M & 6000+ hours**, achieved 85% rule reuse for tasks
- Reduced analysis time to 5 minutes** using AI-based diagnostics, compared to 8 days
- Achieved 20% cost optimization with AWS migration, prioritized user-centric strategies while maintaining high performance
- Defined and monitored KPIs for the platform, including session time, functionality adaption, and 30-day user retention, resulting in a **15% increase in overall platform performance**
- Identified pain points in workflows by leveraging user analytics, generated a **40% improvement in product adoption**
- Utilized agile methodologies to manage product lifecycle, from ideation to release, iteratively refined product features based on user feedback, yielded a **60% decrease in customer support tickets**
- Developed product roadmap, drafted user stories, and collaborated with cross-functional teams to define requirements throughout the product lifecycle
- Conducted A/B testing on the user interface, led to **20% reduction in user errors** and improvement in usability

Technology Associate, Strategy & Planning Aug 2015 - Mar 2016
Functioned as a product and strategy analyst, defined software requirements, UI/UX design, and data analytics

- Established product roadmaps & workflows for end-users, **generated a 30% decrease in feature creep**
- Leveraged burn-down/up chart analysis for risk reduction, led to a **10% decrease in project delays**
- Gathered user requirements and feedback from 50+ clients and translated features to user stories

CERTIFICATIONS

Scrum Product Owner (CSPO) by Scrum Alliance

SAFe Agile Product Manager by Scaled Agile

SKILLS

Tools	JIRA, Rally, Confluence, AWS, Azure, GCP, Google Analytics, Tableau, Amplitude, Looker
Languages	Python, MATLAB, SQL, OpenCV, HTML/CSS, JavaScript (React.js)