Ananya Sharma

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Product Manager

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Skills

- Product Lifecycle Management
- Agile & Scrum Methodologies
- Market Research & Competitive Analysis
- Stakeholder & Client Management
- Data Analytics & Metrics Tracking
- UX/UI Collaboration
- Roadmap Planning & Prioritization
- Go-To-Market Strategy
- Cross-Functional Team Leadership

Experience

TCS Technologies Pvt Ltd / Product Manager

Jan 2023 – Present | Bangalore, India

- Led end-to-end product development for a SaaS platform, increasing user engagement by 25%.
- Conducted market research and customer feedback analysis, leading to feature enhancements that improved retention.
- Collaborated with engineering, marketing, and sales teams to execute successful product launches.
- Defined product roadmaps and prioritized features based on data-driven insights and business goals.

Infosys Solutions Ltd / Associate Product Manager

July 2021 – Dec 2022 | Mumbai, India

- Assisted in the development of mobile and web applications, increasing customer adoption by 30%.
- Managed sprint planning and backlog grooming for Agile development cycles.
- Analyzed product performance metrics and suggested optimizations to enhance usability.
- Worked closely with UI/UX designers to ensure an intuitive and user-friendly product interface.

Wipro Innovations Pvt Ltd / Product Analyst

June 2020 – June 2021 | Hyderabad, India

- Conducted competitor analysis and market research to identify product gaps and opportunities.
- Assisted in A/B testing and performance tracking to refine features.
- Coordinated with customer support teams to resolve user pain points and improve customer experience.

Education

Indian Institute of Management (IIM) Bangalore / MBA – Marketing & Strategy 2018 – 2020 | Bangalore, India

Delhi Technological University (DTU) / B.Tech – Computer Science 2014 – 2018 | Delhi, India

Awards

- Spearheaded the launch of a new feature that resulted in a 15% increase in revenue.
- Optimized product workflows, reducing churn rate by 10%.
- Conducted workshops for internal teams on Agile best practices and product roadmapping.