

MAYUR MACWAN

Technology Product Manager
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Product and Technology enthusiast with joint background of Business and Computer Science. 9+ years of professional experience as Product Integration Architect and Product Manager (Mobile, Web, Integrations)

SUMMARY

- Won *Team Leader of the Quarter award* for building and leading cross functional team to build Demand Forecasting application for a UK based client in Renewable Energy Domain
- Co-founded an Ed-tech start up and built a highly intuitive and engaging (25K+ MAUs) Mobile and Web based product
- Managed concept-to-launch of a Distribution Transformer Design & Cost Optimization Application that automated Transformer Design process and reduced time from 3 days to 60 seconds.
- Deep understanding of Product Roadmaps and Product Vision.
- Managed product with detailed insight of digital marketing to empower future marketing efforts
- Maintained Metric Dashboard using various analytics tools (Google Analytics, Facebook Analytics, Mix Panel, Crazy Egg, Kiss Metric) to maintain various metrics and to collaborate on digital marketing strategies
- Authored various documents like Epic Specs, tickets, user stories for upcoming features
- Maintained competitive edge by constantly observing feature penetration among competitors and mapping with business cases and delivering enhanced product lines that demand user attention
- Technology Hands-on: Visual Studio, SQL Server, Azure Logic Apps, MS BizTalk ESB
- Conceptual understanding: Various front end and back end technologies, Big Data (used MongoDB), AI, Machine Learning
- Tools: POP, Balsamiq, Axure, InVision, JIRA, MS Project, Asana, Slack, Trello, Flock, Crazy Egg, Kissmetrics, Mix panel, Google Analytics, Facebook Analytics, Optimizely
- Project Management Experience with Agile (Scrum) and Waterfall frameworks. Trained for Project Management using PMBOK® Guide 5 and 6.

EDUCATION

- Successfully completed Product Manager Certification from Udemy

July 2009 - May 2012 **New Jersey Institute of Technology, NJ**

- BS in Management Information Systems with minor in Project Management. Coursework included information systems, systems design, advanced programming, business process mgmt., advanced project management, organizational behavior and entrepreneurship.

Jan 2006 - April 2009 **Hudson County Community College, NJ**

- Associate of Science in Computer Science. Coursework included basic programming, relational databases, multiple computer science courses and operating systems.

WORK EXPERIENCE

May 2018 – Current **Zensar Technologies. Ltd., Pune / London**

- **Client:** Christie's, London.
- **Product:** Data Integration for Financial Products for Auction Business
- **Role:** Product Manager & Technology Specialist
- Christie's is one of the oldest and market leading Auction House headquartered in London and New York
- I am working with the Data Integration team as a Product Manager in building next gen API based interfaces for many of their existing Financial products which include an ERP, CRM system, eCommerce, financial projections, and BI.

June 2017 – April 2018 **Zensar Technologies. Ltd., Pune / London**

- **Client:** Smartest Energy Ltd, London.
- **Product:** Demand Forecasting, Energy Trading and Risk Management
- **Role:** Product Manager & Technology Specialist
- Smartest Energy Ltd (SEL) is a leading purchaser of independent generation and supplier of renewable electricity in UK.
- Worked with various stakeholders across the organization to document technical design documents
- Built an integrated Energy Trading and Risk Management and new smart Demand Forecast System that will help the company mitigate its risks by efficiently forecasting the demand for energy at every half an hour.
- Extensively interviewed customers, other PMs and SMEs to understand the business requirement and design MVPs that can be tested with Minimum Criteria for Success
- Led a cross-functional and geographically disbursed team of developers, business analysts, risk analysts, traders, SMEs and testers.
- Coordinated various activities throughout the product life cycle like unit testing, user acceptance testing, and prioritized activities from a list of bugs and new feature requests

Feb 2015 – May 2017 **Crawdled Technologies Pvt. Ltd., Gujarat**

- **Product:** Crawdled Mobile App
- **Role:** Co-founder and Product Manager
- **Platform:** Azure Logic Apps, Entity Framework, MVC 5.0, SQL Server 2014, Windows Server 2012, IIS 7, TFS, VS 2013, MongoDB, SignalR, One Signal, Google Analytics, Facebook Analytics
- Crawdled uses AI and Bigdata to connect geographically dispersed school students based on multiple data points and help them get answers (*Quora for Students*) to their academic questions in from peers.
- Built a live search engine that took inputs from users via text or audio and in real time showed most relevant results by aggregating various sources like Wolfram Alpha, Alexa, YouTube and inhouse MongoDB feed shorted by proprietary ranking system
- Manager entire product life cycle from planning to execution, delivery and iterated enhancement
- Worked with UX Designers and Developers to build MVPs that was tested with a segmented group
- Created Wireframes leading to mock-ups for various mobile and web application screens
- Conducted in-depth research on problems and built business cases
- Coordinated product launches with marketing team to maximize effectiveness

- Managed product roadmap by constantly reviewing user inputs and delivering features that users love
- Maintained a low 8% churn rate by working closely with Marketing to create targeted campaigns based on user's activities

Jan 2016 – Dec 2017 **Trafosys Technologies Pvt. Ltd., Gujarat**

- **Product:** Distribution Transformer Design & Cost Optimization Application
- **Role:** B2B Product Manager (Independent Consultant)
- **Platform:** MVC 5.0, SQL Server 2014, Windows Server 2012, IIS 7, TFS, VS 2013, Google Analytics, Telerik Reporting
- Managed concept-to-launch of a web based Distribution Transformer Design & Cost Optimization Application accelerating average design-processing time from 7 days to less than 1 minute
- Completed development and pre-launch of cutting-edge SaaS solution for design activities in complex data driven Transformer industry
- Conducted various pre-product and post-product customer interviews to build a Customer Development Framework for products and features
- Designed and created various MVPs to collect maximum validated learning about customers with least efforts

Jan 2014 - Feb 2015 **LiquidHub India Pvt. Ltd., Mumbai**

- **Client:** AmeriHealth Administrators, PA, USA
- **Product:** Integration Product for Health Administrator Company
- **Role:** Product Team Lead
- **Platform:** BizTalk Server 2010/2013, BRE, BAM, ESB Toolkit 2.1, .Net framework 3.5/4.0, SQL Server 2008 R2, Windows Server 2008/R2, IIS 7, TFS, VS 2010
- Client is a third-party administrator (TPA), whose business is processing health care claims and servicing their clients.
- The project involved building a robust and flexible EDI HIPAA transaction processing platform using Microsoft BizTalk Server and slowly migrate clients to this new system and eventually retire legacy systems. In future, this platform will be utilized for processing all types of transactions.
- Part of the offshore leads for two of the many business verticals within the project.
- Responsible to develop some of the most reusable components across all other applications.
- **HealthEdge's** Health Rules System was used and integrated for various inbound and outbound workflows like **834 EDI**, **835 EDI** and **837 EDI**.

Apr 2011 - June 2013 **Illumina Inc., San Diego, USA.**

- **Role:** BizTalk ESB Architect
- **Platform:** BizTalk Server 2010, 2006 R2, BRE, ESB Toolkit 2.1, .Net framework 3.5/4.0, SQL Server 2005/2008 R2, IIS 7, TFS, Visual Studio 2005/2008/2010
- Illumina is leading manufacturer of Genetics and health technology instruments. Illumina's technologies are used by a broad range of academic, government, pharmaceutical, biotechnology, and other leading institutions around the globe. Scope of this project was to upgrade its existing BizTalk 2006 infrastructure with BizTalk Server 2010 and maximize the use of ESB Toolkit 2.1 to build an enterprise level service bus.

- Built complex interfaces between various disbursed business systems manufacturing management system, Learning management system, enterprise ecommerce, Salesforce CRM and Agile – PLC Management System.

Feb 2008 - Mar 2010 **Earth Travel Technologies LLC, NJ, USA.**

- **Role:** Web Technologies Consultant
- **Product:** ETYields – Yield Management System
- **Platform:** .NET, WCF, SQL Server 2005/2008 R2, IIS 6/7, TFS, Visual Studio 2008/2010.
- Earth Travel Technologies provides distribution - middleware software to hotels that enable them to update all third-party distribution channels from one easy to use web interface using smart insights from their relative competitors.
- Designed a product development roadmap for a web based yield management system to be used by independent and chain of hotels in US and Canadian Markets
- Build a system that enhanced clients inventory operations and increased revenue
- Created a series of APIs using WCF to manage an aggregated inventory of Hotel Rooms
- Successfully led digital marketing efforts using Google Analytics Data and Keyword data from Google AdWords

Jan 2004 - Jun 2005 **RiTech Technologies, India.**

- **Role:** Jr. .NET developer
- RiTech Technologies is one of the early stage web development companies in Anand-Gujarat area. I worked as a junior .Net Developer and assisted the team in developing web applications for clients. My role was limited to .net technologies, but I also got hands on with PHP, SQL, MySQL and other technologies at that time.