

MEENAKSHI VERMA

Product Owner | Product Strategy & Leadership | UX/UI Collaboration | Data-Driven Decisions

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SUMMARY

A product management professional with 8 years of experience in product strategy and cross-functional leadership, expert in user experience and data-driven decision-making. Key achievements include the management of a \$15 million portfolio lifecycle at American Express and the enhancement of system efficiency across markets by ensuring a 96% feature delivery rate. Seeking a product role where product strategy and cross-functional leadership skills will be brought to support your mission of building and managing CBA's strategic customer master platform, ensuring high-quality, verified customer data.

EXPERIENCE

Product Owner

American Express

07/2022 - Present Gurugram, Haryana

- Led the end-to-end product lifecycle for Credit Authorization Systems uplift (Enterprise Top 20 initiative) launching across multiple markets, improving system efficiency.
- Drove product strategy by collaborating with 20+ cross-functional teams (Engineering, UX/UI, Finance, Risk, Compliance) to define roadmaps and features.
- Worked on designing and optimizing conversational flows in IVR leveraging GenAI to enhance self-service experiences.
- Implemented & executed data-driven enhancements for the IVR system, optimizing customer experience through MIS-based insights and automation.
- Proposed business requirements with help of flow diagrams crafted in Visio.
- Worked on Fraud & Credit servicing for IVR Capabilities in multiple markets.
- Documented & owned the product roadmap and achieved 96% of all feature deadlines by proactively identifying and mitigating any engineering roadblocks.

Asst. Product Specialist.

Ramboll

05/2021 - 06/2022 Gurugram, India

- Managed end-to-end automation & development of digital products, enhancing user engagement by 20%.
- Conducted user research & A/B testing, progressing features to improve daily active usage by 8%.
- Collaborated with UX/UI teams to design seamless user flows and improve product accessibility.
- Facilitated & reported data analysis & insights, reducing manual effort by 1200+ person-hours annually through process automation.

Business Analyst

ATCS Inc

07/2018 - 04/2021 Jaipur, Rajasthan

- Assisted development of new digital products for Mercedes-Benz, Daimler, and Volkswagen, increasing warranty cost savings by 15%.
- Led cross-functional collaboration with Engineering, UX, and Business Teams to build data-driven solutions.
- Designed interactive dashboards (Tableau, Power BI), with help of Google Data Studio, analyzing market & customer trends, updating to drive strategic decisions.
- Trained and educated 15+ clients annually on existing and new product features, addressing how these features could drive business growth.

EDUCATION

Master of Technology (M.Tech), Alternate Hydro Energy Systems

Indian Institute of Technology (IIT)

06/2016 - 07/2018 Roorkee

- Graduated with 8.325 GPA
- Member of Placement Cell
- Dissertation:** GIS Integrated Hydropower Assessment

Bachelor of Technology (B. Tech), Civil Engineering

Kalinga Institute of Industrial Technology

06/2010 - 06/2014 Bhubaneswar

- Graduated with 8.56 GPA
- Project: Hydrated Lime for Modification of Bituminous Binder
- Active Member: National Service Scheme (2014)

CERTIFICATION

Safe® Product Owner/Product Manager (POPM)

Scaled Agile

Certified Scrum Master (CSM)

Scrum Alliance

Harvard Leadership Edge: Making Sound Decisions Quickly

Harvard Institute

SKILLS

Product Roadmap & Vision	Product Strategy
Gen AI	UX/UI Collaboration
	Wireframing
Agile Methodology	Risk management
Product Metrics & KPI	Microsoft Visio
Microsoft Power Point	Microsoft Excel
Stakeholder Management	JIRA
Change Management	Problem-Solving

KEY ACHIEVEMENTS

• Received "Best of the Best" Award for dedicated performance in 2019 at ATCS.

• Awarded Star of the Month (July '19) for recognition of outstanding performance at ATCS.

• Finished Runner's Up in Intra Corporate Badminton Championship.

• Secured 3rd position in school in National Science Olympiad (2007).

Enhanced Feature Utilization

Increased user engagement by 8% through improved feature optimization.

Timely Project Delivery

Met 96% of feature deadlines while managing complex projects.

Optimized Digital Tools

Improved digital tools usage by 20% at Ramboll.

Efficiency Enhancement

Saved 1200 person-hours annually via process improvement.