

# 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 Manager position, where product strategy and cross-functional leadership skills will be brought to support the mission of continuously adapting and working on products that affect millions of people every day.

## EXPERIENCE

### Sr. Associate Product Management

#### 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.
- Mentored 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.
- Developed detailed user stories, acceptance criteria, and wireframes, working across teams to ensure seamless user experiences & clear communication.
- 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
Go-to-Market Strategy	UX/UI Collaboration
Wireframing	Agile Methodology
Risk management	Product Metrics & KPI
Microsoft Visio	Microsoft Power Point
Microsoft Excel	Stakeholder Management
JIRA	Change Management
	Github

## 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.