

# Mrudu Lahari Malayanur

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Product Manager/Business Operations with over 1.5 years of experience in the transforming Healthcare digitally

## WORK EXPERIENCE

### Solutions Consultant, Business Process Optimization

Syracuse, New York

#### Upstate Hospitals

Jan 2024 - Present

- Created advanced Tableau dashboards using 3 years of historical customer data, demonstrating expertise in data visualization & customer satisfaction, to minimize rescheduling resulting in a 25% improvement in decision-making.
- Liaised with cross-functional teams, stakeholders, and data engineers, employing advanced communication to devise PRD and Programmed SQL to perform data analysis and research process pain points for over 1.5k customers/month.
- Evaluated the financial loss of the current process by identifying and budgeting non-value-added resources, revealing a 60% wastage in revenue, thus contributing to highlighting the CTQC factors to align with the organizational vision.

*SKILLS:* Project Mgmt., PRD, Data Analysis, Communication, Tableau, Stakeholder/Client Management, Lean Six Sigma, SQL

### Project coordinator, B2C, Marketing

Syracuse, New York

#### iConsult – Moe's Modifications, Customized B2C services, Digital experience

Sept 2023 – Dec 2023

- Collaborated across research, BI, software, finance, and marketing teams to understand decision-making parameters, gathered requirements; defined KPIs, and developed product roadmap to streamline action plans in Agile/scrum thereby reducing cost and utilization of resources by 15%.

### Product Engineer (Business operations), Sales and Service Cloud

Pune, India

#### Bajaj Finserv Limited - CRM-based Personalized Healthcare Products

Jan 2022 – July 2023

- Led ideation and accelerated the product journey of a scalable user application on Salesforce, established and introduced 2 key features, resulting in a 35% improvement in sales workflows, and market penetration in rural India.
- Achieved a 45% increase in customer acquisition worth 12M\$ by engineering automated REST API integrations with external services, triggered custom messages via SMS, WhatsApp, and Email, expanding target customers.
- Evaluated market requirements (MRD) and gathered 80+ qualitative/quantitative user research points to Streamline 4 user interfaces with advanced call-to-actions features, reducing turnaround time and testing requirements by 70%.

*SKILLS:* Digital Transformation, Salesforce, Data Mgmt., APIs, SQL, Cross-team collaboration, Product engineering/Mgmt.

## LEADERSHIP ACTIVITIES

### SUPA, Customer Experience Lead

Jan 2024-Present

Led a team of 3 Engineers in Designing an intuitive, user-friendly onboarding application, at SUPA, providing resources to over 3,800 students, thereby enhancing Syracuse University's Corporate Social Responsibility efforts.

## EDUCATION

### Syracuse University

Syracuse, New York

Master of Science, Information Systems

Dec 2024

**Relevant Coursework:** Product management • Project Management • Data Analysis • DBMS/SQL • Lean Six Sigma

• Information technology and Mgmt. Policy • Marketing Management • Cloud • HCI

*Cumulative GPA:* 4.0/4.0 | *Scholarship:* Merit Scholarship of \$13,000 Awarded for Exemplary Academic Performance.

### Vellore Institute of Technology

India

Bachelor of Science in Electronics & Communication Eng.

Dec 2021

Cumulative GPA: 3.6/4.0

Clubs/Organizations: Led a team of 20 students as Head of Editorial and Marketing at IEEE TEMS, for 2 years.

## SKILLS & CERTIFICATIONS

**Technical:** SQL, Excel, Google Analytics, Tableau, Power BI, Looker, Data Visualization, Microsoft Office, A/B Testing, APIs.

**Business:** Competitive Analysis, B2B, B2C, Market Research, Strategy, Marketing, Salesforce, Customer Service.

**Product Management:** FIGMA, JIRA, Trello, Lucid Chart, Product Roadmapping, UX research, UI/UX, Wireframes & Prototypes, Technical Documentation, Agile, Product Lifecycle Mgmt., Lean/Six Sigma processes, Design Thinking.