



SREEKANTH KAMMULA

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Professional Summary

Dynamic Product Manager and entrepreneurial force behind successful startups. Known for orchestrating end-to-end product lifecycles, implementing agile methodologies. Proven ability to balance strategic vision with hands-on execution, driving both product excellence and business growth.

Availability

Immediate

Education

09.2022 - 08.2024

Master of Business Administration, International Business, ESADE Business School(FT:2025- Top 10 in World) - Barcelona, Spain

03.2017

Bachelor of Technology, GITAM University - Vizag, India

Skills

- Product Lifecycle Management
- KPI Tracking
- Product Strategy
- A/B Testing
- Data Analytics
- Product Roadmaps
- Project Management
- Competitive Analysis
- Agile Software Development
- Product Vision and Strategy
- DevOps Principles
- Stakeholder Negotiations

Work History

07.2017 - 02.2025

Product Manager - Strategy & Delivery

Tata Consultancy Services - Hyderabad, India

Client: Citi Bank US

- Led cross functional teams across Product, Engineering, UX and Support to execute the product vision and roadmap for Citi Rewards, managed 30+ releases and ensuring seamless integration of modern support experiences.
- Defined and tracked key performance metrics (KPIs) for Citi Double Cash Card (B2C), analyzed cashback redemption rates to assess customer satisfaction and optimize the cashback feature.
- Leveraged customer data analytics to identify spending trends, optimize cashback incentives for Citi Double Cash Card (B2C), and drive a 15% increase in transaction volume.
- Implemented A/B testing and hypothesis driven experimentation to enhance the user experience for Citi Entertainment Card (B2C),

increased event ticket redemptions and conversion rates by 15%.

- Conducted user research to identify pain points with AI chatbots of unresponsive behavior, collaborated with NLP experts to integrate and fine tune new algorithms to achieve 20% reduction in support ticket volume within three months.
- Implemented NLP models, leading to more accurate and relevant responses from the AI Voice solutions, which enhanced user satisfaction by providing quicker and more effective resolutions to customer queries.
- Maintained agile mindset in overall project delivery pivoting quickly based on user feedback, and business priorities to ensure a seamless product experience.
- Led sprint demos for stakeholders, showcasing Citi Priority's premium banking features, gathered usability feedback, and enhanced customer onboarding efficiency by 20%.
- Oversaw the creation of detailed product documentation, including API specifications, technical guides, and internal product references, ensuring clarity for engineering teams, stakeholders, and external partners.

08.2023 - 10.2023

Product consultant - (MBA Project)

HP.inc - Barcelona, Spain

- Led strategic launch of HP's Web to Print Tool, conducting thorough market trend analysis, customer insights evaluation, and competitor landscape assessment to identify critical value propositions and target demographics.
- Collaborated with HP's product development teams to gather feedback from beta users, iteratively refining Web to Print Tool to enhance user experience and address pain points
- Developed closed loop recycling program for used printer cartridges, focusing on Sustainability measures and reinforcing HP's commitment to circular economy.
- Identified growth opportunities at UK and Switzerland markets in Web2Print industry, guided market entry strategy.

02.2015 - 06.2017

Founder and Chief Executive Officer

Train2Brain - Visakhapatnam, India

- Launched digital platform www.train2brain.com that offered 120+ internships and projects, designed to foster student development resulted in 35% increase in practical knowledge acquisition when compared to traditional learning methods
- Successfully partnered with 40+ companies throughout India, provided training programs on diverse technologies across various industries, this collaboration led to a notable 40% boost in students' exposure to real-world applications
- Guided and mentored over 650 students through training sessions, attaining a remarkable 60% placement rate while elevating their average salaries by 25% within a two-year period.

Software Skills

Data Science (Visualization), Jira, Confluence, Aha, Google Analytics, Power BI, Tensor flow, SQL, Python, Git, DevOps, Service Now, Excel.

Certifications

Certified SAFe 6 Product Owner Product Manager
IBM AI Product Manager & Digital Strategy