

# Akanksha Pathak

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## EXPERIENCE

**Texas A&M University** – MBA Department

College Station, TX

*Graduate Assistant – Product Manager*

August 2019 - May 2020

- Led a 6-member team to diagnose customer issues by conducting virtual sessions with users to help analyze the potential and reception of the product and generating success metrics for stakeholder reporting
- Created the roadmap for MBA admission offerings in tune with the business requirements and target user segment
- Devised the data collection strategy for \$15M seed grant project to gain target users for a digital collaboration product

**Boeing** – Aerospace Industry

Denver, CO

*Product Management Intern* <https://tinyurl.com/yynf6ot3>

May 2019 - August 2019

- Streamlined information gathering process by implementing **Scaled Agile methodology**, saving 80 hours per product
- Prioritized team backlog by aligning with internal **stakeholders** and collaborated with the scrum teams to resolve open issues by participating in scrum ceremonies and sprint planning, **launching 6 new features** within 3 months
- Communicated with the clients for critical **Boeing flagship product**, Operator, by leading bi-weekly calls to address their pain points and translated requirements, resulting in renewal of contract worth \$19 billion
- Created capabilities, features, user stories and acceptance criteria to create a single source of truth for 1100 products

**Colgate-Palmolive** – Fast Moving Consumer Products

Mumbai, India

*Product Manager, eCommerce*

August 2017 - July 2018

- Translated **product vision** into epics and user stories by working with engineering, design, sales and marketing team to integrate 5 disparate regional ERP systems into single global instance, resulting in savings of ~\$2.3M
- Partnered with product managers to ensure prioritization supports roadmap, product strategy, market needs, and overall company vision along with supporting beta tests and product launches.
- Worked with cross-functional teams on product development from planning, requirement gathering, prioritization, estimation, development, testing, deployment, and performance measurement.

(TCS) - Consumer and Packaged Goods Industry

Mumbai, India

*Product Marketing Strategy Consultant, Executive Briefing Centre*

August 2016 - August 2017

- Strategized advertising campaign and pitched project success stories to the C-suite executives of clientele establishing working relationships; received client appreciation and converted renewals worth \$400K
- Managed the project scope and schedule for building **Internet of Things (IoT)** enabled product to provide health benefits targeted for old people at Singapore, which was predicted to enhance its sales by 30%

*System Engineer (SAP Consultant)*

December 2013 - August 2016

- **Designed technical architecture** to handle dynamic dataflow **between mobile application and SAP cloud** platform to manage by writing specs, interpreting qualitative and quantitative data; yielding 99% customer satisfaction index
- Spearheaded **automation** of core sales and distribution e-commerce process, increasing system performance by 35%

## LEADERSHIP

- *Founded* a startup company, **Xtreme Technologies**, to design websites for over 30 corporate clients
- *Co-founded* **Aggie Product Management Club** with over 50 members to collaborate with industry professionals
- As a *President* of **Business Information Technology Students**, I oversaw operations, built partnerships with company representatives & served as ambassador for the IS community

## PROJECTS

- **EducateMe**: Defined **go-to-market** strategy for technology commercialization, reducing risk of market failure by 80%
- **Home Chef**: Performed over 50 **customer interviews**, gathered feedback via A/B testing to determine product/market fit & identified early product evangelists using **market trends** with TAM, SAM and target customer,
- **IceMe**: Mobile app aimed at reinventing interpersonal communication using wireless technology and social media

## SKILLS & CERTIFICATIONS

**Tools:** JIRA, Confluence, Tableau, Sketch, SharePoint, SQL Server, Salesforce, SAP SD, JAMA, ServiceNow, AWS

**Programming Languages:** SAP ABAP, SQL, PL/SQL, C, C++, HTML5, CSS3, JAVA, SAP ABAP

**Certifications:** Pragmatic Marketing, Product Innovation for Product Managers, Digital Marketing and CPG industry

## EDUCATION

**Texas A&M University, Mays Business School**

College Station, TX

*Master of Science in Management Information Systems, GPA: 3.92*

May 2020

**Uttar Pradesh Technical University, Shri Ramswaroop College of Engineering and Mgmt.**

Lucknow, India

*Bachelor of Technology in Computer Science and Engineering, GPA: 3.74*

July 2013