

Akanksha Pathak

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EDUCATION

Texas A&M University, Mays Business School

College Station, TX

Master of Science in Management Information Systems, GPA: 3.89

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

WORK EXPERIENCE

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
- Reduced effort by 50k man hours by replacing oracle based product catalog with an innovative solution 3D design software, predicting an increase in revenue by \$5 million
- Managed product lifecycle – prioritized new features, created wireframes and managed engineering backlog
- 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

Business Analyst (SAP Functional Consultant)

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.
- Led cross functional teams to build payment portfolio and reported project updates to clients daily
- Collaborated with legal, product, data and marketing teams to submit RFP responses for contracts worth ~\$500K
- Devised ‘proof of concepts’ to facilitate presales teams with client demos and improved conversion rate by 25%.

Tata Consultancy Services (TCS) - Consumer and Packaged Goods Industry

Mumbai, India

System Engineer (E-commerce Applications)

December 2013 - August 2017

- Designed technical architecture to handle dynamic dataflow between mobile application and SAP 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%
- 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%

LEADERSHIP

Business Information Technology Students – President

June 2019 – Present

- Oversee operations, build partnerships with company representatives & serve as ambassador for the MIS community

Executive Briefing Center – Presenter

December 2015 - July 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

PROJECTS

EducateMe – Student Application

August 2019 – Present

- Defined a go-to-market strategy for our technology commercialization, reducing the risk of failure in market by 80%
- Created roadmap to identify areas of opportunity for new feature development, improving the predictability by 45%

Home Chef – Chef Application <https://foodxoticcca.wixsite.com/mysite>

January 2019 – May 2019

- Performed over 50 customer interviews and gathered feedback using A/B testing to determine product/market fit
- Analyzed market trend with TAM, SAM and target customer, identifying early product evangelists

SKILLS

Core Skills: Requirement Analysis, Backlog Prioritization, Client Relations, Process Optimization

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

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

CERTIFICATIONS AND ACTIVITIES

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

Activities: Radio Jockey & News Anchor - Livewires Institute, Lead singer – Nomads, Video Blogger – RBC Production