Anurag Chhaparia

Lead Product (& Program) Manager – stc, Bahrain
Digital Transformation, Organic Growth & Marketing Automation – MENA, India & Southeast Asia

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Location – North Carolina, United States

US Resident with Work Authorization on EB3 Depended Visa

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Nationality: Indian

Profile 👤

Passionate & versatile professional with an **entrepreneurial** and **get-things-done** mindset. I've spent in the ratio of 75:25 of my professional life in **building-things** and **selling-things** respectively.

I have diverse experience across different **countries, cultures, and categories**, with deliveries at the intersection of **digital, design, products, revenue & analytics**.

Skill Set ♟

Product Management

Digital Roadmaps, APIs & Wireframes, Nudging, Organic Growth, Experience Design, Design Thinking, Product Launch, Roadmaps & Strategy, Digital Sales & Revenue, SAFe & Agile, Notion, Jira, Feature Prioritization, A/B Testing, ATL/BTL Promotions

Data, Insights & Reporting

Data Modeling, Loyalty & Retention, Audience Management, Customer Segmentation, Market Research

Certifications

Oracle Certified SQL Expert
ITIL Foundations Certificate
IBM Design Thinking
SAS Real time Decision Manager
SAS Marketing Automation
Audience management - Adobe Analytics

Experience (10+ Years) 💼

MAY 2020 – PRESENT

Lead Product Manager / Digital Growth – Customer Value Management

stc (Saudi Telecom Company) Bahrain, MENA

- Leading stc Bahrain's Digital Growth journey around **customer experience** and **lifetime value Initiatives** for their Telco, mobile money, Insurance Business – from Ideation, Architecture Design, Delivery and ROI.
- Designed a real time Digital Campaigns Engine on **SAS CI Studio**, which nudges the customers based on their usage behavior for **Next Best Action** on their preferred time & channel.
- Delivered **35% conversions** on Digital Loyalty programs to reduce churn by **5% MoM for 6 months.**
- Business owner for **Consumer Experience Management**, to manage their journeys on Digital properties, improving **Digital CSAT** by 24%.
- Led **Cross** selling & **engagement** programs with customer journeys integrated on **fintech, Insuretech (stc pay & stc protect)** and **communication constructs** with external complex stakeholders.
- Designed an In-house Lead management system, to replace Salesforce – and align the internal business/sales process. The system now collects **10K leads monthly with 25% conversions**.

Senior Product Manager / Marketing Automation

Ooredoo Myanmar Limited – Yangon, Myanmar, Southeast Asia

- Designed & Delivered End to end Business and Technology Campaign Management Platform from the scratch and Achieved **16% Month on month Revenue upliftment** within first 6 Months for their mobile finance and telco business.
- Segmenting the Base to enhance **Customer Usage/Retention (U&R)** and minimizing Churn. Product/Offer allocation, Communication priority and their capacity optimization on each channel.
- Working with multiple Engineering system owners & vendors for designing & delivering the E2E solution for incremental Platform Capabilities.

SEPT 2018 – FEB 2019

Product & Program Manager / Integration & Engineering

Vodafone Idea Limited, Corporate – Mumbai, India

Integrating the Marketing Automation Platform for Vodafone India and Idea Cellular

During the time of Vodafone and Idea Cellular merger in India. I was In-charge for **integrating the Marketing Automation System** for these two operators, the new System must manage 415mn customers, this remains one of the **largest single instance marketing automation** platform integrations by any telecom operator.

As part of core Integration team, I was actively involved in Product evaluation, business process finalization, platform investment roadmaps.

KPI Harmonization between Vodafone India and Idea Cellular to be Day Zero Ready for the merged entity Vi

Idea Cellular and Vodafone India had their own reporting process and KPI definitions. Both Organizations had to report their KPIs to TRAI (Telecom Regulatory) and their respective shareholders. Definition of the KPIs as basic as "Sales Reversal" were different for both companies.

I was leading the Engineering Delivery and Solution for **100+ Business KPIs** harmonization between Finance, Marketing and Sales teams.

DEC 2015 – SEPT 2018

Product Owner & Solution Architect

Idea Cellular Limited, Corporate – Mumbai, India

Launching Enterprise Campaign Management Platform and Pan India Rollout for 23 Business units

Deliver a Rules based marketing automation platform, which allows marketers to create micro segments, Cross Selling products and discounts on the fly. Communicate the offers using 13+ customer channels and track the Return of Investments for each campaign.

Wearing multiple hats of **Program manager**, **Product Owner, Solution Designer –** we completed the system adoption in 22 circles by onboarding talent and sunsetting the legacy systems.

Revenue upliftment from segmented customers by 70%. **Automation and Shared service outsourcing** saves 200man days every month.

Postpaid & Enterprise Business – BI & Data warehouse

Created a Data warehouse from the scratch for Postpaid, Non-Mobility and Enterprise customers. Facilitating data marts and decision support systems. Calculating Daily customer wise postpaid unbilled rental, ROI, and net revenue apportioned under all legs based upon multiple audited rules.

Automating the entire revenue booking efforts for PAN India finance teams reduced manual reporting errors and efforts from **100-man days to 10-man** days every month.

AUG 2012 – NOV 2015

Associate Consultant

Capgemini Invent – Paris, France (Business across US/UK)

- **Barclays Bank Group -** I was part of large team providing reporting solution for Foreign Account Tax Compliance Act, Involving Informatica ETL workflows – BusinessObjects Universe Design – Data Modelling & US IRS Reporting.

- **Morgen Stanley –** Led few ETL and Reporting migration projects which involved **Informatica to Ab Initio** and **Cognos to Business Objects Migrations**.

- **Naandi Foundation** – **Digital Enablement Advisory –** I was Part of Capgemini India's 12 members team, who worked with Naandi Foundation to build a system for the people involved with Naandi and work together as one team across borders to improve child education in rural India.