Anurag Chhaparia

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

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Profile 👤

As a passionate and **versatile** professional, I possess an **entrepreneurial** mindset and a proven track record of achieving results. Throughout my career, I've spent 75% of my time **building** products and 25% **selling** them. This diverse experience spans various **countries, cultures, and industries**, allowing me to deliver **exceptional outcomes** at the intersection of **digital, design, product, revenue, and analytics.**

Sill Set

Product Management & Roadmaps, APIs & Wireframes, Organic Growth, Customer **Experience** Design (UI/UX), **Design Thinking**, **Digital Sales & Revenue**, SAFe & Agile, Experimentation, Data Modeling, Insights & Reporting, **Loyalty** & Retention, **Segmentation**

& Certifications

Oracle Certified **SQL** Expert,
ITIL Foundations Certificate,
MIT Design Thinking,
SAS Real time Decision Manager

Experience (10+ Years) 💼

MAY 2020 – PRESENT
Lead Product Manager / Digital Growth & Value Management
stc (Saudi Telecom Company) Bahrain, MENA

- As the driving force behind the growth of **stc's digital and traditional landscape**, I spearheaded the end-to-end creation and management of over 15+ products. These products covered a range of areas including **Partner's Growth Suit, Leads & Digital experience management, Customer Communication management, Marketing automation engine and more**. As the owner of these products, I ensured their seamless delivery and continued success.

- We were able to achieve **a ~1.5mn USD topline and 15% annual margin improvement**. With the implementation of marketing automation and product innovations, we also reduced the churn rate by **23% and increased digital contributions to 55% of the total engagement**. The success of these products is evidenced by improved **lead conversions from 5% to 22%** and campaign **conversions reaching 13%.**

MAR 2019 – APR 2020
Senior Product Manager / CSR & Marketing Automation
Ooredoo Myanmar Limited – Yangon, Myanmar, Southeast Asia

- Successfully designed and delivered an end-to-end campaign management platform from scratch, **resulting in a 16% month-on-month revenue uplift** within the first six months for the **mobile finance and telecom business**. Utilized base segmentation to enhance **customer usage and retention**, minimizing churn through effective product/offer allocation and **communication priority**. Collaborated with multiple engineering system owners and vendors to design and deliver incremental platform capabilities.

- In Myanmar, I contributed to the success of major **social impact campaigns** such as **1Min 1Ks, Small Finance & Women Empowerment** through my involvement in **CSR-based marketing initiatives,** improving the **brand Index**.

DEC 2015 – FEB 2019
Product & Program Manager / Merger, Integrations & Engineering
Vodafone Idea Limited, Corporate – Mumbai, India

- Integrated the **Marketing Automation Engines for Vodafone and Idea Cellular** during their merger in India, managing a customer base of **~415 million**, in one of the **largest marketing automation platform integrations** in the industry. Harmonized over **100+ business KPIs** between finance, marketing, and sales teams during the merger of Idea Cellular and Vodafone India, implementing a robust solution for **Day Zero Reporting** & **long-term reporting** by collaborating with cross-functional teams.

- Designed and delivered a **marketing automation platform** that enabled **micro-segmentation, cross-selling, and dynamic discounting** for marketers. Implemented the system **across 22 circles (22mn Customers)**, retiring legacy systems and achieving a **~34% revenue upliftment from segmented customers**. Led as Program Manager and Solution Designer, onboarded talent, and completed the project while **saving 200 man-days monthly through automation** and shared service outsourcing.

- Delivered a data warehouse for ~**80mn Postpaid customers from scratch**, facilitating data marts and decision support systems. This included the calculation of **daily customer-wise Postpaid unbilled rental**, ROI, and net revenue apportioned under all legs based on multiple audited rules. In addition, we automated the **entire revenue booking process and rolled-out for PAN India finance** teams, reducing manual reporting errors and efforts from **100-man days to 10-man days every month**. These efforts helped ensure a smooth merger process and accurate financial reporting.

AUG 2012 – NOV 2015

Associate Consultant / **Financial Services Business Unit**

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

- At **Barclays Bank Group**, I helped develop a reporting solution for Foreign Account Tax Compliance Act. I handled Informatica ETL workflows, BusinessObjects universe design, data modelling & US IRS reporting.

- Collaborated with **Naandi Foundation** as part of Capgemini India's 12-member team to develop a system that improved rural child education. The solution successfully addressed key challenges and increased access to education for children in need.