

Sameeksha Gupta

+91-9899691508

@ sameeksha16gupta@gmail.com

www.linkedin.com/in/sameeksha-gupta

PROFESSIONAL EXPERIENCE

Product Manager II

Expedia Group

10/2022 - Present Gurugram, India

Working within Fraud and Risk division, leading the charter for booking **payment fraud, abuse and sanctions**. Accountable for shaping product vision, strategy, & roadmap

- Kept financial losses from payment fraud & abuse <1% of total GBV YTD 2023 & kept EG sanctions compliant
- Conducted data analysis on falsely denied travelers, identified opportunity of \$190K; developed **feature to re-engage travelers with the platform**; partnered with **operations and data scientists**
- Collaborated with engineering & operations to create **in-house sanctions case management tool**; resulted in improved reporting capabilities & increased user efficiency for manual reviews
- Introduced attributes within fraud prevention model to **reduce false positive rate**; uplift of \$200K observed within a quarter
- Launched features to **increase manual review efficiency**; resulted in \$80K annualized cost avoidance, ~4 head count avoidance
- Conducted **competitor benchmarking, cost benefit analysis** to identify vendors to partners with to increase decision quality of operations team for manual reviews
- Partnered with loyalty team; **identified & addressed vulnerabilities within loyalty burn solution for airline segment**
- Partnered with **issuers to identify improvement in payment authentication** rates; potential opportunity of ~\$35M GBV uplift
- Selected as **ally skills facilitator**, conducted sessions within APAC region to sensitize employees on allyship to make Expedia more inclusive

Senior Business Analyst (Management Consultant)

Kearney

05/2022 - 10/2022 Gurugram, India

Worked as a management consultant for leading Indian Oil & Gas player. Formulated **digital transformation strategy**; led 30+ initiatives worked with client leadership

- Executed **concept-to-launch of \$850K project management platform**; enhanced traceability & efficiency company wide
- Mapped user journey & identified major pain points** in current chatbots; proposed features to increase engagement
- Ideated data monetization opportunities** across the value chain by market research and stakeholder interviews
- Discovered gaps in website by Ministry of Petroleum and Natural Gas; proposed solutions to **increase user activation & engagement**
- Conducted thorough research across different product lines & identified factors to formulate pricing strategy

Partner Tech Architect (Power Platform)

Microsoft

06/2018 - 08/2020 Gurugram/Mumbai, India

Managed **relationships with top Microsoft partners**/clients acting as a trusted advisor to upskill them to **drive revenue growth**

- Managed 4 key partners for SME segment; **expanded \$180mn business**; 15% YoY top-line growth, ~14% YoY cloud revenue growth
- Strategized 4 GTM programs to **recruit 100+ channel partners on cloud** by expanding distributor reach, frequency & yield
- Worked with President, MS India to **analyze sales blockers & accelerate adoption** of Power Platform, presented to Satya Nadella
- Created PowerApps for **government COVID response** for patient monitoring by partnering with top advisories and SI partners
- Conducted **50+ sessions to upskill 20+ partners** including top advisory & IT firms on Power Apps; Led virtual hackathon for a top ITES org. with 200+ participants; resulted in 15 customer solutions
- Awarded **'One Microsoft award'** for cross team collaboration to launch campaigns to reduce customer churn; Received 'Special Stock Grant' from President, MS India
- Collaborated with leading IT firms to build globally available Power Platform solutions; recognized as 'Enrich Partner Portfolio Hero'

EDUCATION

MBA

Indian Institute of Management Lucknow

CGPA

8.31 / 10.0

2022

- Recognized from Director for being in Institute Merit List

B.Tech Computer Engg

Delhi Technological University

CGPA

9.25 / 10.0

2018

INTERNSHIPS

Myntra

2021 Remote

- Selected among 9/152; Liaised with AVP Marketing to build **go-to-market strategy for Live Commerce**
- Analysed Myntra Live commerce and devised strategies for user retention; executed 25+ M-live events

Kearney

2021 Gurugram

- Identified gaps in IT infrastructure of a leading Indian Oil & Gas player; formulated value proposition for cloud
- Analysed offerings of leading CSPs to build a **hybrid cloud strategy & recommended suitable subscription model**
- Received pre-placement offer to join full time

Microsoft

2017 Hyderabad

- Selected among top 3 out of 400+ to receive internship from college, among top 7/20 interns to receive pre-placement offer to join full time
- Built a **ML engine to recommend Azure architecture** basis user's inputs from a bot to increase adoption

Office of the Advisor to CM, Delhi

2016 Delhi

- Received Certificate of Appreciation from Mr Gopal Mohan, Advisor to CM, Government of NCT Delhi
- Part of technology team involved in the **design and development of CM's PGMS system & Mohalla Clinics**

RECOGNITIONS

Received KVPY Fellowship Award by Dept. of Science & Tech (AIR 550/1 Lakh)

10+ Microsoft certifications including MB-200: Microsoft Power Platform +Dynamics 365 Core, Microsoft Azure