

RICHA MALHOTRA

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EXPERIENCE

Product Manager, Ernst & Young, San Francisco

July 2017 - Present

- Driving the development of a leading restaurant chain's order taking iPad App (50 million+ transactions per month) defining product roadmap (epics, stories), KPIs and aligning with key stakeholders to deliver new capabilities managing a team of 7 members from 3 vendors
- Consulted a national bank to launch a credit card targeting the high net worth segment; Conducted primary and secondary market research, extracted insights to analyze cardholder transaction data and conduct benefits benchmarking
- Optimized sales team's onboarding and implementation using gap analysis and journey mapping for a global payments company. Identified KPIs to create a benchmarking tool for primary stakeholders, which was later rolled out as a global performance measurement standard
- Created business requirement documents for building three technology solutions at a global investment management company; assessed/translated business needs into functional/non-functional requirements through client workshops

Senior Business Analyst, Evalueserve, India

Jan 2015 - Aug 2015

- Created market opportunity assessment studies for launching innovative payment technology product in new markets, conducted market sizing, customer segmentation and competitive benchmarking
- Defined KPIs and built an automated model for identifying M&A opportunities, improving analysis efficiency by 92%
- Published a weekly newsletter to the client using Factiva capturing highlights relevant to client's target industries, companies, and markets

Business Analyst, Evalueserve, India

Oct 2013 - Dec 2014

- Won a client engagement by generating industry reports in a record turn-around-time in fintech, insurance and real estate domains
- Led the ideation of an automation club to develop automated VBA based macro solutions helping increase performance efficiency by 98%

Data Analyst, KPMG, India

Feb 2013 - Oct 2013

- Built cost reduction strategies, released revenue, and cost reports for the CFO and leadership which impacted the firm's budget allocations
- Partnered with key stakeholders from both management and technical teams to build automated reporting solutions using Tableau

LEADERSHIP and ACCOLADES

Product Manager, Ernst & Young

Jul 2017 - Present

- Won multiple "Bravo" employee recognition awards from my clients and EY leadership for excellence in performance

Teaching Assistant for Information Reporting and Presentation, Syracuse University

Aug 2016 - May 2017

- Conducted mock interviews and lectures on business etiquettes and mentored 20+ undergraduates across US (Syracuse), China, India
- Analyzed impact of the course based on student survey data and built insights to be shared with program heads within the university

Finance Chair for iSchool Graduate Student Organization, Syracuse University

Oct 2015 - May 2017

- Planned and implemented academic and social events for 150+ iSchool graduates acting as a liaison between faculty and the student body
- Generated and managed documentations to build budgeting and cost management strategies for conducting every event under the budget

Business Analyst, Evalueserve

Oct 2013 - Dec 2014

- Won "Contributor of the year" (top 10% of the firm), "Pat on the Back" (top 3% of the team) award and received an out of cycle promotion

EDUCATION

M.S. Information Management, Syracuse University, NY (GPA: 3.9/4)

Aug 2015 - May 2017

Coursework: Project Management, Business Analytics, Systems Analysis, Risk Management, Database Management, Applied Data Science

M.B.A., Jaypee Business School, India (GPA: 3.9/4)

Feb 2011 - Feb 2013

Coursework: Strategic Management, Quantitative Research, Marketing Methods, Risk Management, Supply Chain Management, Lean, ERP

Bachelor of Computer Science, Jaypee Institute of Information Technology, India (GPA: 3.5/4)

Feb 2008 - Feb 2012

Coursework: Software Engineering, Fundamentals of Algorithms, Project Management, Quality issues in Engineering, Engineering Statistics

ACADEMIC PROJECTS

Product Analysis for an American Insurance Claim Processing System, Syracuse University

Aug 2016 - Dec 2016

- Created Strategic Roadmap and Business Model Canvas defining value proposition, customer segments by eliciting business requirements
- Conducted Feasibility Analysis, Use Case Modeling (UI, Use Cases, DFD, PIECES, Swim Lanes), generated wireframes, prototypes of the UI

Database Design and Implementation of a Patients Network, Syracuse University

Jan 2016 - May 2016

- Analyzed functional & non-functional requirements to create a relational database using MS SQL Server & user interface using MS Access
- Optimized database performance by deploying normalization techniques, eliminating data redundancy, and improving data consistency

EXTRACURRICULAR

- Organizing virtual and in-person monthly events within EY connecting diverse teams improving engagement for over 300+ employees
- Won a scholarship award of \$1,000 in an international essay writing competition and won 3 writing competitions on national level

TECHNICAL SKILLS

- Functional Skills: Primary/Secondary Research, Requirement Gathering, Agile methodologies, Business Analysis, Data Analysis
- Tools: MIRO, JIRA, Mural, Amplitude, Bugsnag, Tableau, MS Power BI, SharePoint, MS Access, Visio, Lucidchart, Photoshop & Illustrator
- Databases/Languages: SQL, IDC, OneSource, Factiva, VBA Macros, HTML