## **Prashant Bankar**

**Ashburn, VA 20148 | 817-343-8595 | pbankar@gmail.com |** [**https://www.linkedin.com/in/prashant-bankar**](https://www.linkedin.com/in/prashant-bankar)

**PRODUCT MANAGER**

Highly motivated CSPO Certified Product Manager with extensive experience in product management. Having a strong track record in driving customer engagement and implementing agile best practices, with proven ability to enhance product development process and implement efficient B2B software marketing strategy.

**AREAS OF EXPERTISE**

Go-to-Market Development | Agile Methodologies | Communication Skills | Product Management |

Product Team Leadership | Presentation Skills

**Experience**

**Keysight Technologies Inc.,** Chantilly, VA

**Product Marketing Manager**, Feb 2017 – Jan 2024

* Collaborated with Business Development teams and Sales channel to gather customer feedback on business applications and manage customer success.
* Led a cross-functional team in New Product Development, effectively conducting competitive analysis and identifying business and product life cycle opportunities.
* Developed a client-facing data-driven dashboard featuring key performance indicators for product offerings and product adoption, utilizing MS lists, Tableau, Qlik, and Power BI tools.
* Effectively applied Issue Resolution skills during crisis situations, successfully retaining key accounts and minimizing reputational impact.
* Demonstrated expertise in Documentation Practices, leading to improved product design and testing procedures.
* Utilized future planning skills to forecast market trends and adjust product development and testing priorities accordingly.
* Implemented effective Value Proposition strategies that significantly increased customer acquisition and engagement.
* Developed and executed test protocols and test plans to ensure product quality and performance in line with industry standards.

**Keysight Technologies Inc.,** Chantilly, VA

**Product Owner,** Nov 2015 – Feb 2017

* Led the software product management for a cloud-based (SaaS Products) drive test post-processing SaaS platform.
* Demonstrated expertise in translating customer needs and use cases into actionable product requirements, driving working strategy and improving product portfolio.
* Served as the primary Point of Contact for all product-related inquiries and concerns, to meet customer needs and ensure effective communication between stakeholders during customer meetings.
* Managed all aspects of New Product Introduction, from concept development to post-launch evaluation.
* Developed and communicated clear Acceptance Criteria, enhancing the product development process and ensuring alignment with stakeholder expectations.
* Collaborating with sales and marketing channels to implement product strategies, manage product launches, sprint planning, product feature development, UX, and R & D to manage QA process and customer support teams for improving platform strategy, user case analysis, and marketing materials in Agile software development.
* Utilized scrum methodologies and AI technologies to optimize product enhancements and bolster market research.

**Mobile net Services,** Plano, TX

**Project Engineer,** Aug 2011 – Nov 2015

* Led a cross-functional team in New Product Development, effectively conducting competitive analysis and identifying business and product life cycle opportunities.
* Improved regional mobile technologies and cellular network performance by 20% through an RF design optimization project with Verizon Wireless.
* Worked on RF design project with Ericsson to provide with comprehensive service-level agreement. recommendations and communication with various teams for seamless project execution.
* Proven track record of successfully managing multiple projects in a dynamic environment by employing the skill to pay attention to detail and prioritize tasks according to their importance and deadline.
* Utilized my ability to manage client relationships to secure long-term partnerships and recurring revenue streams through staff augmentation contracts.
* Managed cross-functional team projects utilizing strong organizational abilities.

**Education**

**B.S. in Electrical Engineering**, May 2013

University of Texas at Arlington

**Certifications**

Certified Scrum Product Owner (CSPO), Scrum Alliance, USA

**COMPETENCIES**

**Core**

Customer Engagements | Team Collaboration | Time Management skills | Go-To-Market activities | Product Vision and Strategy | Project Management | Data Visualization | Scrum Development | Technical Writing | Product Development | Digital Marketing | Product Lifecycle Management | Sales Enhancement & Enablement | Vendor Partnerships and Communications | Cross-Functional Teamwork & Leadership | Content Management systems | Program Management | Software Development | Quotes, Forecasting & Inventory Management | Product Operations & Requirement tracking | Backlog Management | Project Charter Development & Management | ROI Assessment for Product Projects | Product Roadmap | Stakeholder Management | Product Marketing and Sales | Critical Thinking | Project Management Tools | C | C++

**Methodologies**

Agile | Scrum | Kanban

**Software**

Jira | Confluence | Aha! | Trello | Microsoft Office Suite | Figma | Pivotal Tracker | Google Analytics | Microsoft Excel | Microsoft Power point | Microsoft Word | Microsoft Project | Microsoft Visio | SQL| CMS | Gantt Chart | Asana | Slack