Saran Ravindranath

Address: Bentonville, USA • **Phone number:** +1 479-412-8287 • **Email address:** saran.rt@icloud.com •
LinkedIn: https://www.linkedin.com/in/saranravindranath/ • **Current Role:** Product Manager

Strategic Product Manager with 15+ years of experience driving end-to-end product innovation for Fortune 500 enterprises and high-growth startups. Expert in bridging technical complexity and business strategy to deliver scalable solutions across **payments ecosystems, user security, and omnichannel platforms.** Proven success in leading cross-functional teams to execute product roadmaps that align customer needs, revenue targets, and compliance standards, achieving **40% faster time-to-market** and **$10M+ in cost efficiencies.**

Holds an MBA from a **Russell Group Top 10 University,** leveraging advanced analytics and Agile methodologies to transform market insights into products that **boost conversion rates by 25%+** and **reduce risk exposure by 75%.** Passionate about building adaptive, user-centric platforms that scale to **B2B & B2C users.**

Work experience

09/2021 – present
Bentonville, United States

Product Manager
UST Global
Client: Wal-Mart Stores | sam's club
Key Skills: OKR Strategy | Agile Roadmapping | Technical Documentation | Vendor Negotiation | Cost Optimization | Stakeholder Alignment | Data Analysis
Tools: JIRA, Confluence, Worldpay, Looker, SQL

- **Defined and monitored OKRs and KPIs** for the e-commerce payments team, resulting in a **15% reduction in payment authentication errors** and a **10% increase in transaction speed.**
- **Spearheaded the creation of a product roadmap** for the payments platform, incorporating customer feedback and industry trends, and collaborated with engineering and UX teams to deliver **15+ releases on schedule,** reducing time spent by **18%.**
- **Optimized authentication workflow** with Worldpay, reducing transaction fees by **$1.2M annually,** and implemented fraud detection tools that decreased chargebacks by **55%** while maintaining **99.9% uptime** with **200 orders per minute.**
- **Authored user stories, PRDs, and API specifications** for cross-functional teams, reducing development errors by **27%** and accelerating sprint cycles by **20%** through clear product guidelines and business rules.
- **Led the development of a replenishment product roadmap** for sam's club that prioritized automation and predictive analytics, decreasing manual order processing by 30%.
- **Utilized SQL and Tableau** to analyze A/B tests and user behavior, influencing roadmap priorities that increased **average order value (AOV) by 15%** and reduced **cart abandonment by 12%.**
- **Developed a Machine Learning algorithm** to classify customers based on purchase and refund history, automating the refunds process and enhancing decision-making efficiency.

05/2019 – 07/2021
Chennai, India

Lead Business Analyst
Hexaware Technologies
Client: E&Y using SAP Mercury

- Led the automation of purchase order creation in ServiceNow from SAP Mercury, streamlining the procurement process and improving efficiency.
- Delivered $15 million in annual cost savings by identifying and automating key manual processes across the organization.
- Developed comprehensive functional requirement specifications (FSRs) for critical business processes, including customer master, quotation processing, and sales order processing.
- Created detailed functional specifications for Reports, Interfaces, Conversions,

Enhancements, and Forms (RICEFW) development.
- Prepared thorough unit test scripts and checklists to ensure the quality and accuracy of implemented functionalities within functional specifications. (
- Successfully spearheaded cross-functional teams in the implementation of a new software system, achieving a 20% efficiency increase and $100,000 in annual cost savings.

03/2018 – 01/2019
Denver, United States

Technical Analyst
Arrow Electronics
Key Skills: SAP Hybris Migration | Cost Reduction Strategies | Conversion Rate Optimization (CRO) | API Integrations | Agile Product Ownership | Technical Documentation
Metrics Highlight: $5M Saved | 11% Conversion Lift | 30% Latency Reduction | 45% Error Reduction
- **Spearheaded the migration** of an eCommerce platform to SAP Hybris from a micro-service architecture, enhancing system efficiency and scalability.
- **Collaborated with business teams** to align product development with the strategic roadmap, ensuring cohesive growth and strategic objectives were met.
- **Launched a shipping consolidation feature**, optimizing over 500,000 orders and deliveries, resulting in **$5 million in annual cost savings**.
- **Designed and implemented a single-page checkout process**, improving user experience, **increasing conversion rates by 11%**, and **boosting revenue by 6%**.
- **Integrated third-party APIs** for address validation and tracking, enhancing operational accuracy and customer satisfaction.
- **Managed technical oversight** for User Profile, Cart, and Checkout modules across multiple projects, ensuring seamless functionality and performance.
- **Authored functional requirement specifications (FSRs)** for critical processes, including customer management, quotations, and sales orders, streamlining operations and improving cross-team collaboration.

01/2016 – 02/2018
Denver, United States

Senior Business Analyst
HCL America Inc
Client: Century Link Inc
- **Led the development of an internal application** for CenturyLink's customer support team, streamlining the onboarding process for internet, telephone, and digital TV services by managing grid connections and generating telephone numbers for customer selection during onboarding sessions.
- **Spearheaded the creation of an eCommerce portal** for an SD-WAN service company, delivering key features such as product catalogue, user registration, login, and order placement to enhance customer experience and facilitate online sales.
- **Designed innovative solutions** for grid management and telephone number generation at CenturyLink, improving the efficiency and effectiveness of the customer onboarding process.
- **Formulated detailed functional user stories** to guide UX and testing teams in design creation and test case preparation, ensuring alignment with project goals and seamless collaboration.
- **Developed comprehensive use cases, user profiles, and requirement traceability matrices**, maintaining clear communication across teams and ensuring all project requirements were met.

04/2013 – 08/2015
Dallas, United States

Senior Business Analyst
Photon Infotech Inc
Key Skills: Enterprise Retail Solutions | | Computer Vision Integration | Cross-Functional Stakeholder Leadership | A/B Testing Optimization
Metrics Impact: $12M Revenue Growth | 30M Users
- Partnered with Fortune 500 clients (*Walgreens, Neiman Marcus*) to deliver strategic business analysis, identifying $12M+ in omnichannel revenue opportunities through customer journey mapping and launching products first with USP

Work experience

- Conceptualized native iOS/Android apps from scratch for *Olive Garden* and *Capital Grille*, featuring real-time menu customization, TO-GO ordering, table reservation and rewards synchronization. Achieved 4.8-star ratings across 500K+ downloads, driving 22% YoY growth in digital orders.
- Led the development of innovative and **cutting-edge native iOS app** for a major retailer, integrating advanced features such as relevant items, magic mirror, and image search to elevate the shopping experience and drive user interaction.
- Spearheaded the design and implementation of an adaptive and responsive digital platform for Walgreens, successfully transitioning to a new architecture that improved user experience across Walgreens.com and m.Walgreens.com, ensuring seamless functionality and enhanced accessibility.

03/2011 – 04/2013
Chennai, India

Analyst
Royal Bank of Scotland
Key Skills: Payment Gateways | Identity & Access Management (IAM) | Regulatory Compliance | Cross-Functional Leadership
Metrics Impact: 2M Transactions/Month | Zero Audit Findings

- **Spearheaded the design, development, and maintenance** of the payments, user accounts management, and application security modules, enhancing system efficiency by 20% and reducing security incidents by 15%.
- **Served as the go-to Subject-Matter Expert (SME)** for payments, user accounts management, and application security, providing critical technical guidance to the development team and ensuring seamless integration of these modules.
- **Ensured strict adherence to RBS Group's security and compliance standards** through meticulous attention to detail and proactive risk management strategies, achieving zero compliance violations during my tenure.

11/2009 – 02/2011
Chennai, India

Business Analyst
eNoah iSolutions

- Spearheaded the design and development of a secure .NET project for **Hooper Holmes**, integrating insurance and medical records into company applications and EHR systems.
- Implemented efficient solutions to streamline processes and improve data accuracy within the organization.

Education

09/2008 – 09/2009
Cardiff, United Kingdom

Master of Business Administration | MBA
Cardiff University

- Achieved Class 1 degree upon graduation from Master of Business Administration program
- Spearheaded a major finance project focused on forecasting sales and cashflows for Hyundai, showcasing advanced financial analysis skills

07/2004 – 05/2008
Chennai, India

Information Technology | Bachelor of Technology
Anna University

- Earned a first class degree in Information Technology upon completion of B.Tech program
- Demonstrated proficiency in various IT concepts and technologies
- Acquired extensive knowledge in programming languages and software development

Skills

Product Roadmap A/B Testing User Profiling Business Intelligence Requirements Gathering Data Analysis

Wire Framing Data Driven Decision Making Scrum Methodology Agile Framework Kanban Methodology

Market Research User Stories Stakeholder Management Project Management Backlog Management

Tools

– COMPUTER SKILLS

JRIA **PROFESSIONAL**	Confluence **PROFESSIONAL**
DBeaver **PROFESSIONAL**	Balsamiq **PROFESSIONAL**
Figma **LIMITED**	SAP Hybris **PROFESSIONAL**
Web Analytics & Reporting **LIMITED**	MS Office Suite **PROFESSIONAL**
Rally **PROFESSIONAL**	SAP Mercury **LIMITED**
ServiceNow **LIMITED**	HP QC **PROFESSIONAL**

Certificates

Certified Scrum Master
Scrum Alliance

Six Sigma Green Belt
ASQ