

SHAMA PARWEEN

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INTRODUCTION

I am an enthusiastic and proactive Technical Product Manager with over 11 years of experience in driving the development and launch of over 10 life-changing scalable and strategic digital products, encompassing 100+ data-driven features. Experienced in leading global cross-functional teams and building strategic product roadmaps in Retail, E-commerce, AdTech, SaaS, CRM, Automation and AI space.

EDUCATION

Carnegie Mellon University, Tepper School of Business, Pittsburgh, PA

Jan 2023 - Dec 2023

Master of Science in Product Management

Courses: Product Strategy, Human AI interaction, Design of AI products, Service Design, Data Science for PM, Product Marketing

PROFESSIONAL EXPERIENCE

ACCENTURE (Largest Consulting firm), Bengaluru, IN

July 2021 - Dec 2022

Technical Product Manager – Product strategy and execution for SaaS integrations, enhancing product capabilities and user experience.

- **Product Strategy:** Created and executed a plan optimizing quote precision, reducing effort, and increasing sales by 25%, generating an additional \$3M in revenue over six months.
- **Cross-Functional Communication:** Collaborated with senior leadership and 25+ stakeholders, aligning OKRs and KPIs, reducing response times by 50%, and enhancing service performance metrics.

CAPGEMINI (Second largest consulting firm), Bengaluru, IN

Nov 2019 - July 2021

Technical Program Manager – Product Development from concept to launch for Digital Customer Experience

- **Data-Driven Decision Making:** Orchestrated a strategy for the inbound/outbound integration of the Workday system with PSA FinancialForce, enhancing operational efficiency by 40% and improving data accuracy in Human Capital Management systems.
- **Customer Experience:** Spearheaded the launch of a streamlined reservation platform that significantly enhanced user experience and operational efficiency, resulting in a 35% increase in customer satisfaction for the Sales and Reservation Management team.

ACCENTURE (Largest Consulting firm), Bengaluru, IN

May 2016 - Jan 2021

Lead Product Owner - End-to-End product development lifecycle, from ideation to completion.

- **Technical Leadership:** Supervised the successful implementation of Salesforce Service Cloud, enhancing omnichannel support and automating workflows, resulting in a 17% improvement in case resolution efficiency and heightened customer satisfaction.
- **Ad Innovation:** Led dynamic display ad initiatives, driving a 15% increase in digital listings boosting user engagement by 25%.

ENCORA INC. (Global Digital Engineering Partner), Bengaluru, IN

Product Owner - Owned the end-to-end product features development lifecycle, from ideation to completion.

Jul 2014 - Mar 2016

- **Ownership:** Directed the launch of Ingenico's mobile payment platforms, resulting in a 20% increase in customer adoption.
- **Prioritization:** Oversaw the development of payment solutions, increasing compliance with new security regulations by 100%.

PROJECTS

MOWITO Robotics Inc. (Leading AI models for Robotic Picking warehouses), San Francisco, CA

June 2023 – Aug 2023

Product Manager - INTERNSHIP (Collaborated with CEO, Operated from Swartz Centre of Entrepreneurship, CMU)

- **Problem Solving:** Led the enhancement of autonomous navigation systems for nano-fulfillment centers, improving order picking efficiency by 50% and reducing errors by 15%.

OMNEKY (Leading Generative AI-Powered Google Ads at Scale), San Francisco, CA

Sep 2023 - Dec 2023

Product Manager - CAPSTONE (Coordinated with VP of Product to introduce avatar videos Ads)

- **Business Acumen:** Integrated personalized video ads leveraging Gen AI and Machine Learning advanced analytics, enhancing underutilized video content to boost user engagement by 20%.
- **User-Centric Design:** Developed two strategic roadmaps tailored for mid-market customers, driven by in-depth research, projected to boost click-through rates by 33% with synthetic media ads, positioning Omneky as the advertising leader.

SKILLS AND CERTIFICATIONS

- **Design & Product Management:** Confluence, Figma, JIRA, ADO, Canva, Miro, VersionOne, Lucid Chart, DevOps, Quip
- **Data Analytics and Languages:** Tableau, MySQL, SOQL, Oracle, Core Java, Python, Data Science, AI/ML, Salesforce.com
- **Certifications:** CSPO, Oracle Certified Associate (9i), Salesforce - Service Cloud, Sales Cloud, Admin, CPQ Specialist