SHAMA PARWEEN

+1(412)-689-8432 | shamaa.a.parween@gmail.com | GHC'23 Scholar | LinkedIn

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

MOWITO (Leading AI models for Robotic Picking warehouses), San Francisco, CA *Feb 2024 - Present*
Senior Product Manager - (Collaborated with CEO, Operated from Swartz Centre of Entrepreneurship, CMU)
- **Product Launch:** Successfully launched an MVP e-commerce software on Shopify, increasing sales by 25%.
- **Strategic Partnerships:** Crafted and delivered customized partner pitches, leading to a 6% increase in customer acquisition.

OMNEKY (Leading Generative AI-Powered Google Ads at Scale), San Francisco, CA *Sep 2023 - Dec 2023*
*Senior Product Manager - **CAPSTONE** (Coordinated with VP of Product to introduce avatar videos Ads)*
- **Business Acumen:** Researched over 200 mid-market customers and analysed more than 20 competitors to integrate personalized video ads with AI/ML and 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.

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*
*Senior Product Consultant – **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 20219*
*Senior Product Analyst - **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 boosted customer satisfaction.
- **Ad Innovation:** Led dynamic display ad initiatives, driving a 15% increase in digital listings and 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%.

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