



# Jyotika Lalwani

## Product Manager

Creative & tech-savvy Product Manager with ~6 years of experience optimising products & services in Salesforce for a global audience. Proven ability to drive projects to success through cross-team collaboration & strategic planning. Certified ScrumMaster with experience in SQL, Figma, JIRA, Datadog, Power BI, SAP PLM etc.



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## SKILLS

Figma

Tableau

Product Lifecycle Management

SQL

A/B Testing

Product Roadmap

Datadog

Agile & Scrum

B2B

Salesforce

MS Office

Kanban

SaaS

JIRA

Power BI

Prioritisation

Stakeholder Management

## LANGUAGES

English

Native or Bilingual Proficiency

German

Elementary Proficiency

## SOFT SKILLS

Analytical

Creative

Problem Solver

Team Player

Critical Thinking

Emphatic

Quick learner

## WORK EXPERIENCE

### Senior Product Manager

#### IDFC First

12/2021 - 04/2024

Mumbai, India

##### Achievements/Tasks

- Collaborated with stakeholders throughout the product lifecycle, from planning and requirement gathering to development support, testing, deployment, and performance evaluation.
- Balanced short-term feature prioritization with long-term innovation, leveraging CRM tools like Salesforce to drive iterative roadmap releases aligned with customer feedback and organizational vision.
- Worked closely with developers, UX/UI designers, and QA engineers, using Figma to design and deliver updates, enhancing the web portal and mobile app's user experience.
- Collaborated with teams to refine and enhance digital journey experiences, applying UX design principles to improve user journeys and automate processes, resulting in better customer engagement.
- Leveraged analytics tools like Power BI, Tableau, SQL and SAP PLM to streamline business processes, enhance data-driven decision-making, and improve product lifecycle management efficiency.
- Spearheaded project "GEO-SYNC," leading subsystem development, managing Salesforce enhancements, and collaborating with IT, Legal, Sales, Compliance, and Risk for a successful launch.
- Member of PMO council that set project priorities based on expected benefits, alignment with company strategy, and client expectations.

### Product Manager

#### Larsen & Tuobro

07/2018 - 11/2021

Mumbai, India

##### Achievements/Tasks

- Formulated the roadmap and launched multiple new & viable customer convenience products. Developed B2B SaaS journeys for all these products in collaboration with external & internal stakeholders.
- Ensured seamless product development by communicating plans, progress, and results to stakeholders at various organizational levels via regular sprint reviews.
- Owned the product backlog and technical debts. Reduced the technical debts in the organisation by ~45% in a span of 6 months by reshuffling manpower and through faster stakeholder communication.
- Monitored API endpoints using Datadog to identify and resolve issues, demonstrating a deep understanding of backend APIs and expertise in overseeing integrations and optimizing performance.
- Spearheaded project RAID (Risks, Actions, Issues and Decisions) by providing analysis, reports, and a 5-year plan to mitigate identified risks.

## CERTIFICATES

Certified ScrumMaster® (CSM - 2024)

## ACHIEVEMENTS

### Overall Achiever Award (IDFC First Bank)

Awarded with the overall achiever award for exceptional performance in managing project "GEO SYNC" (October 2022)

### Star Awards (Larsen and Tubro)

Received the Star Awards for exceptional contribution to fee income through system integration and cross-collaboration

## EDUCATION

### Master's in Business Administration (MBA)

#### SIES College of Management Studies

07/2016 - 05/2018

India

### Bachelor's in Business Administration (BBA)

#### Birla Institute of Technology

09/2013 - 05/2016

India