

## Associate Director e-books

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Product Manager with 10 years of experience in Ecommerce/Internet domain

Understanding customer needs and behavior by research, statistical analysis and apply the learning for product innovations in existing and/or new products

Track 'Competitive' landscape, prioritizing shifting business needs, Cost Savings Vs Pricing decision making, defining Product Road Map

GTM activities performed includes Product Launch/Demos/Presentations/trainings to customers and partners in US and UK

Always act as the Product Champion to customers & business partners and Voice of customer for internal product & engineering teams across geographies

Seek ways of improving work processes and business initiatives that improve efficiencies, customer needs and expense control, be it for Service or Product company

Ability to Convince, Negotiate and Compromise with Business team, Engineering team and Senior Management are my fortes

### Professional Work Experience

#### Current (2008 – till present)

**First American India Pvt Ltd, Bangalore**  
(NASDAQ:FAF)

*Product Manager and Lead Business Analysis , Customer Facing Technologies for B2B and B2C ecommerce*

*Responsible for Strategic product planning, defining roadmaps, Cost Savings points, Social networking, and continuously innovating customer focused products and services in Internet and Mobile. Working with a team of analysts.*

#### Market Research and Ideation

- Performed detail analysis of pain point for each regions , trends encompassing acquisition, conversion and retention solutions for different categories of users and developed a road map
- Used multiple techniques as model simulation, competitive features and trends to get buy ins from business
- Creation of Vision documents for identified requirements, Business impact statements and specify milestone deliveries

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- Clearly defined, prioritized and managed key product capabilities from concept to productized implementation for Customer Facing System which is B2B and B2C ecommerce system

### **Product Development:**

- Actively worked with business and development team in driving product backlogs, Sprint cycles, incremental release and achieved milestones
- Created simulations, User stories, use cases and user guides for Business teams for sign off and UI wireframes for the usability team for product development
- Be the voice of customer/business with Internal product and engineering teams to develop new product features while maximizing business value and minimizing time to market

### **GTM Activities**

- Instrumental in demoing the newly launched customer facing portal to Sales Rep and initial adaptors in Phoenix, Arizona
- Conducted Demos, presentations and marketing material for internal and external consumption

### **Previous (2005 – 2008)**

***Hexaware TechnologiesUK Ltd (ISO 9001:2000 and CMMi L5 company) London, UK***

***Product Manager and Business Analyst , Ecommerce retailer***

***Strategic planning for Business Customers from feedback and research, Cost Saving Vs Pricing , Define Roadmap, Evaluation of payment gateways, Social network Marketing and Tracking, Monitor consumer usage and behavior and Promotional campaigns***

### ***Market Research and Ideation***

- Perform identification and analysis of needs of customers and partners to build the Next Generation systems to maintain and grow the B2B and B2C segment
- Market research of Competitive user experience, Evaluation of tools for better requirement management, web-analytics and reporting
- Strategic planning of Product features for multiple business consumers and customers with an exciting mix of multi onsite-offshore teams using Agile practices

### ***Product Development***

- Product features prioritized in sprints and iterative as per Pricing, Cost Saving, Customer Experience
- Developing business cases for all new customer ventures that included Feasibility study, impact analysis, and developing effort and cost estimates using Function Point Analysis
- Up selling of new product launch/ growth opportunities to parent company, that allowed to corner higher percentage of IT budget of client
- Developing Use cases, stories, XML schemas, Visio, User Stores to convey requirements to all stakeholders

### ***GTM Activities***

- Demoed the product to Partners/Marketing teams and created marketing materials and marketing videos of features

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- The portal was white labeled according to needs of B2B customers

### Consulting project ( June 2004 – Dec 2004)

Business Analyst/Market Analyst for Sasken communications

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- Doing a Market Research using Porters 5 forces approach to give Senior management and Product Marketing Manager an overview of various telecom and networking players, both established and upcoming, with whom partnerships and alliances could be established
- A prototype intranet web-portal conceptualized and built to give single authentic source

### Full time after Graduation (2002 – 2003)

Office Administrator/Consultant for logistics firm, Sairam agencies for Bayer India Pharmaceuticals

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### Achievements:

- Helped reduce 30% in electricity cost and 20% in logistics by identifying wastage areas
- Implemented methods to increase office productivity by 25% by better staff training and tools

### Qualifications

1. Masters in Business Administration with specialization in Finance and Systems , XIME, Bangalore , India ( 2003 – 2005 )
2. Bachelor of Engineering in Mechanical from BVB college of Engineering and Tech, VTU University, India (1998-2002 )

### AWARDS AND ACHIEVEMENTS

- Got the Outstanding performer of the year 2010 award
- Got the Quarterly award in the 1<sup>st</sup> year of joining First American India

### PERSONAL INTERESTS

- Technology updates and breakthroughs, Travelling, Cricket, BasketBall and Badminton
- Debates, Quizzes, Hosting and organizing events