Product Management and Stakeholder Management - International Labelling Application (ILA), Adidas

1. Stakeholder Management Instances:

- Context:

The ILA project involved multiple global stakeholders including supply chain, regional compliance teams, and external printing vendors. Each had varying regulatory and operational expectations around product labelling.

- Key Decisions & Actions for Closure:

- Conflicting Requirements: During the early design phase, the EU and APAC teams had differing regulatory formats and validation timelines. I facilitated requirement harmonization workshops to align on a minimum viable format, followed by regional overrides to address localization.

- Decision Closure Strategy:

- Conducted impact analysis and shared trade-offs with each stakeholder.
- Created decision matrices and documented them as Architecture Decision Records (ADRs).
- Established a weekly steering committee call to fast-track approvals.
- Ensured decisions were traceable and visible in Confluence/Jira for transparency.

2. Overall Technology Management:

- Led the architecture and design of ILA as a distributed, scalable microservices system integrated with SAP and regional product data platforms.
- Chose Spring Boot, Kafka, and AWS ECS for reliable, real-time processing and scalability.
- Defined coding standards, best practices, and architectural guardrails.
- Oversaw environment setup, CI/CD pipelines, and security controls in alignment with Adidas' global architecture board.

3. Enabling Team and Introducing Efficiencies:

- Skill Development:

  Mentored junior developers on scalable system design, async processing (Kafka), and clean code principles (SOLID, DRY, KISS).

- Process Improvements:

  - Introduced feature toggles to decouple deployments from releases.

  - Reduced release testing effort by 30% by automating integration test pipelines.

  - Advocated for shift-left testing, and introduced static code analysis and SonarQube quality gates.

- Collaboration:

  Fostered cross-functional synergy between backend, QA, and DevOps teams using Agile rituals (refinement, sprint demos).

4. Delivery Planning and Estimates:

- Used Jira Advanced Roadmaps and Story Pointing for detailed sprint planning and release forecasting.

- Built a high-level project delivery plan with a breakdown by:

  - Platform setup

  - API contracts

  - Region-specific integrations

  - Compliance features

- Estimation Approach:

  - Used three-point estimation (Optimistic, Most Likely, Pessimistic).

  - Built burn-down charts and tracked velocity over sprints for predictability.

- Delivered multiple global releases on time with >95% quality compliance and <1% defect leakage in production.