SHASHIKANT SETHY

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8 Years of Experience in Program Management

EXPERIENCE SUMMARY

Strategy	Roadmap
✍ Analyzed market trends and modelled potentials	✍ Established key roadmap themes
✍ Executed actions that directly aligned to organization's strategy	✍ Determined which features to add to the roadmap
✍ Identified and tracked metrics that supported overall objectives	✍ Produced clear, thorough feature specifications
✍ Collaborated with marketing on product positioning/go-to-market launches	✍ Built and shared roadmap presentations
	✍ Clearly communicated status for roadmap items

Ideas	Customers
✍ Worked with internal teams and stakeholders to generate ideas	✍ Developed and reported on customer analysis
✍ Identified ideas that aligned with strategy	✍ Proactively captured customer feedback
✍ Explained why certain ideas were prioritized and others were not	✍ Conducted user interviews
✍ Created repository for submitting product feedback and requests	✍ Delivered product demos with new features
	✍ Increased new customer trials/add-on revenue

Product Management Skills

Skill	Last Used	Minimal	Basic	Intermediate	Proficient	Expert
Data Analysis	2020				■	
Research Orientation	2020				■	
Customer Orientation	2020				■	
Gap Analysis	2020				■	
Requirements gathering	2020				■	
Requirements analysis	2020				■	
Use Cases	2020				■	
Agile Sprints	2020				■	
UI/UX	2020				■	
Workflow	2020				■	
Marketing Skills	2020				■	
Product Design	2020				■	
Product Roadmap	2020				■	
Creative Ideation	2020				■	

Skill Level	Explanation
Expert	Extensive experience, able to mentor
Proficient	Substantial experience, fully conversant
Intermediate	Good experience, conversant
Basic	Limited experience, basic Knowledge
Minimal	Training, exposure only

CURRENT ORGANISATIONAL EXPERIENCE

ELADO (Bangalore)   **Since July 2009 – Till date**

ELADO: Product Manager   **July2015 – Till Date**

Client: A leader in HR Media

Responsibilities as Associate Product Manager:

- ✍ Responsible to evaluate various opportunities, determine what gets built, which features get introduced and what is finally delivered to the end customer, and then get it built, effectively, efficiently and expeditiously.
- ✍ Establishing and driving the product strategy and vision for new initiatives.
- ✍ Managing new product development and feature roadmap from planning to implementation by collaborating with cross functional teams, including Technology, Marketing, Customer Service, Graphic Design and Operations.
- ✍ Coordinating sprint planning, stand-ups, UAT testing and QA reviews
- ✍ Leading the implementation and optimization of key features such as product discovery, checkout, payment methods, transactional emails, general order management, and return management to improve customer experience
- ✍ Identify, assess, and prioritize initiatives that help customers use the online platform seamlessly.
- ✍ Analyse site metrics/customer journeys and develop hypotheses for optimization based on business goals, Key Performance Indicators (KPIs), and objectives

ELADO: Associate Product Manager   **Sept2012 – Aug 2015**

Client: A leader in Learning & Development

Responsibilities as Associate Product Manager:

- ✍ Working under Directions of Product & Operations Head to intake requirements, implement updates/changes with highest quality
- ✍ Understanding the requirements creating and gap analysis, requirement analysis, functional Documentation, Customer Personas and User scenarios, story boards and customer journey maps, wireframes and mock-ups to effectively communicate Core product concepts and ideas
- ✍ Working with multiple global teams to follow-up, troubleshoot and fix issues that may arise during day to day assignments and other longer-term projects.
- ✍ Analyze site metrics/customer journeys and develop hypotheses for optimization based on business goals, Key Performance Indicators (KPIs), and objectives
- ✍ Gaining expertise on the industry landscape, existing players, competitive differentiation, points of parity and differentiation.
- ✍ Responsible for managing product content using Content Management Systems
- ✍ Advising on technical challenges and understand content workflow implication
- ✍ Form alliances with the third-parties for content, distribution, revenue opportunities
- ✍ Managing multiple stakeholders and build consensus.

PREVIOUS ORGANISATIONAL EXPERIENCE

G.S SECURITIES (Rourkela, Orissa)   **Sept 2005 – Jan 2007**

Senior System Administrator

Key responsibilities:

- ✍ Establish and maintaining the networked client & server system with head office server.
- ✍ Maintaining the VSAT connection with the central branch server.
- ✍ Review & solve the network, hardware & software problem in other branches.
- ✍ Helping in technological requirement analysis & estimation during up gradation process and opening of new branches
- ✍ Managing crisis situations i.e. complex technical hardware or software problems.

[ACADEMIC] POST GRADUATION INTERNSHIP

Organization: BALAN NATURAL FOODS Bangalore, India   **October 2008 - June2009**

Grade from the UNIVERSITY: Excellent

Nature of work:

- ✎ Worked as an operation trainee in the inventory department.
- ✎ Keeping track of various cost that inventory department incurs and changes that occurs
- ✎ Checking inventory quality using non probabilistic sampling method
- ✎ Assigned to study the inventory costing, procurement plans and vendor associations

Achievements:

- ✎ Successfully submitted my project with wide recognition for my work.
- ✎ Developed an integrated approach and framework to optimize different functions in the supply chain on strategic and operational level.
- ✎ Developed an alternate ordering policy using VMI for single manufacture – single supplier system by statistical analysis.

Organization: RNB TEKNOLOGY Bangalore India   **April 2008 – July2008**

Grade from the College: Good

Nature of work:

- ✎ Worked as a business developer executive.
- ✎ Conducting market research to find potential customer base and service improvement.
- ✎ Building up updated potential cliental database
- ✎ Establishing sales procedure for approaching contact from initial call to documentation and follow up
- ✎ Prospect aggressively and develop new customers through networking, referrals, company lead generation and cold calling and follow up appropriately to obtain appointments.
- ✎ Initiates and maintains relationships with clients

Achievements:

- ✎ Developed the framework for building up the information system in the company.
- ✎ Generated revenue of half a million in 4 months from new accounts.
- ✎ Set up Key Account Management Process

[ACADEMIC] GRADUATION SUMMER INTERNSHIP

Organization: S.T.P.I Rourkela India   **May 2004 - June 2004**

Grade from the College: Good

Nature of work:

- ✎ Assigned to write codes in Visual Basic for interface design of the software.
- ✎ Designed & developed the database using oracle for Front Office Management.

Organization: C.M.C Limited Kolkata India (May 2003 – June 2003)

Grade from the College: Good

Nature of work:

- ✎ Assigned to write core Java & advanced java code for various socket connections various applications.
- ✎ Developed a peer to peer file transfer software project using Java.

ACADEMIC CREDENTIALS

2007-2009   Master of Business Administration (MBA) [Industry Integrated]

      Dual Specialization: Sales and Marketing   +   Operations

      College: Ramaiah Institute of management studies

2001 – 2005   Bachelor of Engineering (B.E)

      Specialization: Information Technology

      College: Biju Patnaik Technical University

Technical Skills							
Software/ Languages	**Version**	**Last Used**	**Skill Level**				
			Beginner	Advanced Beginner	Competent	Proficient	Expert
JIRA		**2020**			▓		
SQL	**2012**	**2020**		▓			
MS Excel	**2019**	**2020**			▓		
CMS		**2020**		▓			
MS PowerPoint	**2019**	**2019**				▓	
MS Project	**2016**	**2020**		▓			
SAS	**9.2**	**2019**		▓			
Google Analytic		**2020**		▓			
Google AdSense		**2020**		▓			
Google AdWords		**2020**		▓			
Photoshop	**CC**	**2020**			▓		
Articulate	**2018**	**2020**		▓			
Illustrator	**CC**	**2020**				▓	
Sketch & XD		**2020**		▓			
AWS		**2020**	▓				

PERSONAL DOSSIER

Date of Birth: 10th March 1983

Address: RMV II stage, New Bel Road, Bangalore

Linguistic Abilities: English, Hindi & Oriya

Date: Shashikant Sethy

Place: Bangalore