VINAY SHARMA

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Summary

- Over 9+ yrs of experience in product management.
- Work & communicate effectively in a cross-functional environment with **marketing, engineering, and operations**
- Proposal walkthrough and solution presentation to customer IT team and senior management.
- Drive Software Development Lifecycle process to ensure growth of each products within the product portfolio.
- Analyse client requirements and **prioritize** scenarios and features for development
- Identify feature addition and document them in the form of a User stories, Wire Frame, PRD.
- Prior experience in Team Management.
- Prepare and maintain PRD for respective products within the product.
- Define product requirement and own creation of all project artifacts (BRD, CR, SRS etc)
- Design Go-to-market and Product launches for major version releases
- Functional scoping of solution for commercial deployment & POC.
- Drive product proof of concept.
- Act as liaison between various functional teams and vendor teams to understand the business requirements and convert them to a technical requirements for implementation of digital solutions to meet business objectives.

Work Experience

Product Manager   **Paytm**
Jul 2017 - Current

- Responsible for the product planning and execution throughout the product lifecycle for various verticals.
- Developed B2B and B2C **Loyalty application** for various brands Worked with Business and Tech.
- Leading localization of workflows (payments, amendments etc.) through configuration achieving high degrees of cost save
- Works with various stakeholders on **requirements gathering**, validating activities, and optimum overall solution design to create the conceptual and functional architecture.
- Work closely with the field sales team and support in Go-To-Market activities.
- Develop, implement and maintain the product life cycle with regular product updating (**Process Flows/PRDs, SRS, CR**)
- Research, analyse and monitor market trends and competitive environment.
- Own the product strategy, road-map and requirements
- Conceptualise and describe products, features and user stories for the development team
- Taking care of functional **UAT**.
- Conducting **workshops** and training program for internal sales and marketing team to promote the product verticals.
- Cross functional role in an agile environment comprising of daily standups, communicating stakeholder requirements to design, engineering & QA teams, continuous real time analytics monitoring to define & deliver products, customer engagement activities **for user acquisition & retention.**
- Core product on working **Paytm Payment Banks, Paytm Merchant, Paytm mall**, **Purchase Automation & HR Portal**.
  Enterprise Clients APP **JBL, Panasonic, Zed Black, Luminous, Idemistu, Jubilant**, SMS application for **Coke**, Self-help IVR for **Nestle**, **Cipla** Loyalty Mobile APP.
  SAAS based application – Campaign Manager, Fidelity

Product Manager   **Real Networks Pvt. Ltd.**
April 2015 to August 2016
Project "Real Screen" Mobile APP
- Exclusively handling Real Screen App.
- Planning and execution of online promotion plan/strategies using online avenues and resources.

- Engaged in developing, implementing and managing online marketing strategies to create visibility, traffic and leads, which maximize profit, build brand images and assisted in cultivating long term relationship with the customers.
- Research, analyze and monitor market trends and competitive environment.
- Identify new CPC, CPA, CPI, CPE, CPL etc. based advertisements that are potential revenue enhancers.
- Handling Ad Networks, Ad Campaign management and promotions of Real Screen via 3rd party Advertising sites to increase number of installs.
- Testing all new version/ updates (.Apk files) with Real networks Korea Team.
- Actively participated in UI designing and testing.
- Measuring Results using Google Analytics Tools.
- Managing and coordinating teams which are working on CMS, Adtrax, Hasoffer and MAT.
- Lead a team of executives to support on backend of Realscreen App like responding to open queries of customers landing via Google App store.
- To maintain effective Business Relations with all clients and partners.

Product Manager/Client Servicing Manager   Real Networks Pvt. Ltd.
January 2015 to August 2016
Project "Relinace jio CRBT"
- Gathering and understanding business or user requirements.
- Drafting High Level Architecture documents.
- Working with IT and other teams and stakeholders at all levels.
- Liaison with user groups, agreeing acceptance and success criteria and obtaining sign off from the business or user representatives.
- Actively participate in all IT activities with Reliance technical outsourced team (TIBCO, CISCO..).
- Taking care of functional UAT in IOT JIO lab.

Product Manager/Client Servicing Manager   Real Networks Pvt. Ltd.
February 2012 to December 2014
Project "Airtel Live"
 Airtel WOW (WAP on WEB) & Mobile Site

- Developing new business opportunities and work with the Pre-sales function to craft a suitable and compelling proposal for the client.
- To maintain effective Business Relations with all clients and partners.
- Understand leading technologies for developing domain expertise and creating new
   Business opportunities in new media content, distribution platforms, and related services.
- Actively participate in all IT activities with IBM.
- Tracking user behaviour & ecommerce activities using Google Analytics.
- Coordinate with all circle business manager with respect to strategies formulation, product launches, grievances, billing issues, testing etc. Interact with each circle's vas team and plan a strategy based on taste and requirements of the local subscribers.
- Coordinate with the content team to source the content that is relevant for the various regions/circles and monitor the existing services make the necessary to ensure the standards and revenue.
- Identify new Content innovations that are the potential revenue enhancers and define the specifications of the new services.
- Coordinated between content providers, operators, vas managers and marketing team.
- Lead a team of executives to support on backend for Airtel.
- Tracking user behaviour & ecommerce activities using Google Analytics.
- Raise and track CR's and CBR in SAP (Maximo).
- Migration of CMS to advance MCM & WCM.
- Worked on SDP (Service Delivery platform), Content Management.

Client Servicing Manager   **Endure Technology**
September 2009 to December 2011

Responsibilities
- ➢ Collected feedback from clients, channel partners and sales on features and functionality
- ➢ Prioritized the feedback for the Development team
- ➢ Worked with the Development team to work against the deadlines Keeping in track of weekly, monthly and yearly updates.
- ➢ Obtain Customer sign off in a phased manner to have margin and Revenue predictability.
- ➢ Review and monitor Implementation progress
- ➢ Achieve customer satisfaction while at the same time making sure that ET and sub-contractor's interests are not sacrificed.

Technical Support Trainee   **Real Networks Pvt. Ltd.**
November 2008 to August 2009
Project "Airtel CRBT"

Responsibilities:
- ➢ Monitoring Server and IVR.
- ➢ Trouble Shoot cases, solving & answering mails.
- ➢ Support with all clients PAN India (excluding south India).
- ➢ Actively participated in activities related to services & contents.
- ➢ Created Test Plan, Test Cases & Test Data.
- ➢ Responsible for Server Monitoring, Server Load and Server Health.
- ➢ Bug Verification & Bug Logging in Bug Tracking System.
- ➢ Fetching data from linux based server as per requirements.
- ➢ Maintain daily status report of testing.
- ➢ Weekly status meeting with onsite coordinators.

Education
M.C.A. (2008)
From Jaipuria Institute of Management U.P. Technical University

B.I.T (2004)
Manipal Academy of Higher Education

Intermediate (2000)
From R.A.V C.B.S.E Board

High School (1998)
From G.B.S.S.S C.B.S.E. Board

Additional Skills
- ➢ Package - MS Office, Visio, JIRA
- ➢ Platform - Windows / Linux
- ➢ Languages- HTML, ASP, VB
- ➢ Alibaba cloud certification Associate

Achievements
- ➢ Awarded as "**Rockstar** of the month" within first six month of Paytm tenure.

(VINAY SHARMA)