## Abhishek Gupta CSPO® | Product Owner | Functional CRM Consultant | Product Management | MBA

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Certified Scrum Product Owner and handling responsibilities of an Agile Scrum Master as well.

A solution-driven professional having 7+ years of overall experience through various engagements & demanding skills as:

* Requirement gathering & analysis,
* Maintaining Product Backlog and its detailing for developing the potential product,
* Understanding the customer needs and conducting market research,
* Decisive, energetic, focused team player believing in leadership, continuous and inquisitive learning, and customer satisfaction.

**Working Experience**

* Senior Business Consultant at **Acidaes Solutions Pvt. Ltd** (CRMNEXT)

February 2017 - Present (1 year and 7 months)

Working as a Product Owner and Scrum Master in Banking and Financial domain – managing CRM tool (CRMNext) based Enterprise level SaaS Applications for various clients. Worked as On-site resource for National Bank of Oman, Muscat and many Indian financial institutions as well.

* Product Manager at **Monster Worldwide** (APAC Region)

October 2014 - February 2017 (2 years and 5 months)

Worked as a Product Manager on Mobile Applications and its Job Seeker Web & mobile verticals for Asia-Pacific Region users.

* Product Development - Online Business at **Shriram Automall India Ltd**

October 2011 - October 2014 (3 years)

I have worked as a Product development manager and a Service Operations Team Member as well.

**Role & Responsibilities:**

* By owning end-to-end product delivery includes managing **Product Backlog items** by **generating, gathering** & **analyzing** new **business requirements** from the Stake holders (Client / Management) and getting it delivered within the specified timelines.
* My role is to **deal with** the **Cross-functional teams** (Business, Marketing, Design, SEO, Sales, T&D, and Operations) to get the potential shippable product.
* Evaluating market competition and position the product line so that it appeals to End-users.
* Managing complete Product life cycle using **SCRUM** in **Agile methodologies** with **JIRA** platform, including **Sprint planning** by doing estimations of **Story Points** (using T-shirt sizing method) and working with various business partners and Product managers. Managing **daily stand-ups** as well.
* Prepare **Requirement Documentation** (PRD / FRD), creating **Epics** and **user stories**.
* Creating Wire-frames for design teams using **Bizaggi,** **Balsamiq, Lucid chart.**

Knowledge in aspect to **User Experience**, **Product Design**, **A/B testing**, **web analytics**.

* **Co-ordination** with **development team** forProduct development, sprint **Review** and **Retrospectives** in the weekly / bi-weekly / monthly sprints.
* Within sprint post development and testing, my role includes Product testing which requires Functional and **UAT testing** using **JIRA / Bugzilla** before delivering it to client or to LIVE / Production for End-User’s usage along with the Use cases; Or sent back to Development team for development iterations.
* Lead the product’s deployment to App stores, AWS platforms, or on-premises.
* Product User Manual & **Training Documentation** for further Sales Teams or End-users.
* Managing the **Change management** process, this includes CRs and their implementations along with the Sprint Backlog items.
* Post Implementation, handling the **production issues** and the **feedbacks from Customers**. From previous organizations, handled **User’s feedbacks** from APAC region and US / UK customers on business or technical front.
* **Track** the **Key** / **Performance Matrices** for the Web & Mobile Apps deployed using **Crazyegg, Google Analytics, Adobe Site Catalyst (Omniture)**; My role is to check the improvement areas and share the next Product Roadmap ideas aligned to it on monthly/ quarterly/ half-yearly basis.

**Projects Summary**:

**At Acidaes Solutions Pvt. Ltd** (CRMNEXT)

* First Bank (USA),
* National Bank of Oman (Muscat) – Worked as an On-site resource,
* Ratnakar Bank Limited, Max Life Insurance (India).

**At Monster.com – Asia-Pacific region**

* Monster Education (<http://www.monsterindia.com/courses-certifications/>)
* User Acquisition & Active users – [Monster.com](http://www.monsterindia.com)
* Monster Jobs: A Job Seeker Android & iOS App (<http://mobile.monsterindia.com/>)
* Monster App for Employers: An Employer App in iOS/ Android Hybrid version (<https://play.google.com/store/apps/details?id=com.monsterindia.recruiter>)
* Twitter Card

**At Shriram Automall India Ltd – Shriram Transport Finance**

* Online Gold Auction Portal (<http://gold.samil.in/>)
* Online Vehicles Auction Portal (<http://bids.samil.in/>)

**Other Projects as:**

* Physical Auction Portal (<http://automall.stfc.me/pass/>)
* ONESTOP Kiosk (a LAN Software for managing the inventory)
* SAMIL Corporate Website ([www.samil.in](http://www.samil.in))
* SAMIL Mobile site (http://[m.samil.in](http://www.samil.in))

**As a Developer**: 6-months Industrial Internship in *Defense Research & Development Organization*:

* File Tracking System (a LAN Application)
* Payment-Cell Software (a LAN Application)

**Technical Skill Sets:**

* Pro-efficient in MS Word, MS Excel, MS Power Point.
* Web Development: PHP, HTML, JavaScript.
* RAD tools: Adobe Dreamweaver, Adobe Flash, Packet Tracer (Networking tool).
* Operating systems: Win XP, Win 7, Linux (Ubuntu),
* Database systems: SQL basic queries.

**Qualifications:**

* Passed Post Graduate Diploma in Information Technology (2012-14) – distance learning from IMT, Ghaziabad.
* Passed Bachelor of Technology in Computer Science & Engineering (2007-2011) having CGPA-6.74 from Lovely Professional University, Punjab.
* 12th & 10th with 1st division from CBSE - Kendriya Vidyalaya - Shalimar Bagh, Delhi.

**Achievements & Activities:**

* Awarded as “Best Business Impact” for Monster Education (2016) in M-Tech Project league.
* Monster Mobile App got “Product of the Year” (2015).
* Certified as an Internal Auditor under ISO 9001:2008 for “Quality Management System” in any Organization.
* Attended 2-days workshops on CRM (Customer Relationship Management) program and Personality Development Programs.
* Built a small project on VLSM technology using stimulator as Packet Tracer, Mar 2011.
* Attended 15-days workshop on Networking and Hardware from Lovely Professional University.

Sports:

* Participated in Handball & Football Tournament held in School Nov, 2006.

**Personal Details:**

Father’s Name: Late Sh. M.C.Gupta

Mother’s Name: Mrs. Amita Gupta

Date of Birth: 06.06.1990

Gender: Male

Marital status: Unmarried

Nationality: Indian

Languages: English, Hindi

Address: K-1, Kiran Lane, St. No.4, Wazirabad, Delhi-110084, India.

**Declaration:**

I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above-mentioned.

(Abhishek Gupta)