**Srinivas P.M.P, CSM, CSPO, SAFe POPM**



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**Professional Summary:**

* A seasoned professional with over 10+ years of cross-industry experience in project and product management, software development, and a solid understanding of Financial Services, Software, FinTech, Healthcare, and eCommerce domains.
* Adept at analytical thinking, problem-solving, and effective communication, demonstrated by the ability to collaborate with stakeholders at all levels. Adept in both team collaboration and independent work.
* Excel at embracing emerging technologies and thriving in ambiguous situations. Known for taking action, persevering, and innovating while diligently addressing customer needs through iterative hypothesis validation.
* Proficient in Competitive and Gap Analysis, skilled in Hypothesis Testing, and experienced in developing **Proof of Concepts (PoCs)** and **Minimum Viable Products (MVPs)**.
* Expertise in coordinating cross-functional teams to manage dependencies and risks.
* Proven track record as an Agile Product Owner, guiding multiple products to success across diverse geographic teams. Adept at orchestrating end-to-end product lifecycle management.
* Well-versed in all phases of the **Software Development Life Cycle** (SDLC), including Requirements Analysis, Documentation, Design, Implementation, UAT and Deployment.
* Skilled in stakeholder management, people leadership, and budget oversight.
* Spearheaded bid processes for numerous projects, from initial planning through contract award. Defined requirements, crafted RFPs, and meticulously evaluated bids in collaboration with stakeholders.
* Pioneered and managed diverse products through their life cycles, employing market analysis, roadmap creation, backlog refinement, and meticulous user story crafting to ensure alignment with customer needs, dependencies, risks, and testing scenarios.
* Led multiple products with Agile methodologies, executing Sprints, conducting Backlog grooming, Daily scrums, Sprint Reviews, and Sprint Retrospectives, sometimes employing a hybrid approach with Agile and Waterfall.
* Experienced in different **CRM suites** such as **CPQ**, **Lead Management**, Sales Management, Case Management and Order Management.
* Adeptly managed procurement for goods and services globally, skillfully negotiating contracts to secure optimal pricing and quality from a range of suppliers.
* Proficient in generating scenarios and use cases to shape product development, focusing on delivering customer value and defining key features.
* Demonstrated excellence in evaluating **RFXs** and **RFIs** for diverse projects, making well-informed recommendations to decision-makers.
* Defined and tracked vital KPIs for AI and ML products, driving improvement by leveraging metrics for long- term performance, customer satisfaction, and revenue enhancement.
* Maintained current AI and ML research knowledge, evaluating applications in hardware and IoT contexts to bolster product innovation.
* Adept at defining and articulating a compelling product vision that harmonizes with overall company strategy, incorporating market trends, customer needs, and business objectives.
* Proficient in conducting functional testing, **UI design** review, and mock-up validation to ensure exceptional product quality.
* Skillful in extracting insights and generating impactful reports using **Tableau**, translating data into actionable recommendations.
* Crafted the product vision and strategy for supply planning and replenishment planning, aligning closely with business priorities.
* Collaborated closely with DBAs to design and optimize database schemas, ensuring efficient data storage and retrieval to support product excellence.

**Training & Certifications:**

* Project Management Professional
* Certified Scrum Product Owner
* Certified Scrum Master
* SAFe 6.0 POPM
* Google Analytics for Beginners
* Advanced Google Analytics

**Technical Skills:**

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| --- | --- |
| Technical | API, Cyber Security, ETL, Streaming, Data Management, AI/ML, 5G |
| Cloud | AWS, Azure, Kubernetes |
| Programming Languages | Java, SQL,C# |
| Business | ROI analysis, Forecasting, Strategic Planning, Stakeholder Management, Data Analytics, QBR presentation |
| Industry | B2B SaaS, B2C, Financial Services, Ecommerce, Energy, Oil & Gas, Cloud, Ecommerce |

**Work Experience:**

# Client: AT&T, Plano, TX August 2023 to Present Role: Sr. Technical Product Owner/Business Analysis

**Responsibilities:**

* Demonstrated a deep understanding of product technicalities by comprehensively reviewing architecture, code, and infrastructure. Utilized this insight to make informed decisions that positively impacted product development.
* Orchestrated and designed highly scalable software solutions based on micro services architecture, ensuring the development of small, independent services that can be easily scaled and maintained. This approach optimized system performance and facilitated efficient future updates.
* Utilized cutting-edge open-source components such as Lambda and Streaming API to streamline product development, resulting in enhanced efficiency and cost-effectiveness throughout the project lifecycle.
* Monitored and analyzed market trends to proactively identify new opportunities and stay ahead of competitors. This involved tracking customer behavior, competitor activity, and industry trends, informing strategic decision-making.
* Conducted comprehensive competitor analysis to benchmark against industry leaders. Gained insights into customer preferences by evaluating competitors' services and products, leading to continuous improvements in our own product's user experience.
* Led efforts to enhance existing services and products by conducting user research, implementing iterative testing of new features, and ensuring alignment with customer needs. Achieved higher customer satisfaction and product quality.
* Managed Contract Management and Order Management (Quote to Cash process) using the CPQ & CLM Application AppExchange tool.
* Developed and delivered comprehensive product training materials, offering technical support to both internal teams and customers. This enabled users to maximize their product experience and fostered longterm relationships.
* Championed the ideation and presentation of innovative product solutions to address customer pain points. This creative problem-solving approach contributed to product differentiation and improved user experiences.
* Leveraged data and metrics to guide strategic business decisions. Collected and analyzed data to identify areas for improvement, set clear performance goals, and measure the success of products accurately.
* Kept abreast of industry trends, emerging technologies, and customer preferences to align product development efforts with evolving market demands, ensuring product relevance and competitiveness.
* Employed technical and application knowledge to evaluate implementation risks and impact, facilitating informed decision-making and mitigating potential challenges during product development.
* Effectively communicated the product vision, goals, and progress to both technical and non-technical stakeholders. Ensured alignment of teams and stakeholders with the product roadmap.
* Successfully managed multiple priorities and created a sense of urgency in a dynamic, fast-paced environment, consistently meeting project deadlines and delivering results.
* Led cross-functional teams through influence rather than direct management, fostering collaboration, and gaining buy-in from various departments to ensure successful product development and deployment.

# Client: Verizon/HCL, Irving, TX Oct 2021 to Apr 2023 Role: Sr. Technical Product Manager

**Responsibilities:**

* Collaborated cross-functionally to ensure effective development and maintenance of products, acting as a bridge between internal teams and peers to execute technical product management projects.
* Led the successful launch of a new mobile app within a tight 6-month timeline, resulting in a remarkable 20% increase in user engagement.
* Collaborated closely with engineers, designers, and marketers to achieve this milestone.
* Demonstrated a deep understanding of product technicalities by comprehensively reviewing architecture, code and infrastructure.
* Utilized this insight to make informed decisions that positively impacted product development.
* Expertly handled API integrations, effectively connecting products with other systems, including marketing and sales platforms, enhancing overall business efficiency.
* Played a pivotal role in the seamless migration to cloud infrastructure by leveraging cloud architecture expertise, ensuring a smooth and successful transition.
* Applied **SAFe** principles, Agile Manifesto, Lean thinking to drive organizational agility and streamline product development processes.
* Played a key role in the design and mapping of CPQ (Configure, Price & Quote) processes to Salesforce custom objects, while actively participating in Apttus Advanced Workflow Approvals
* Gained valuable backend knowledge, enabling a thorough comprehension of backend systems' challenges, which greatly informed decision-making and improved collaboration with technical teams.
* Leveraged skills in UX/UI design, micro services architecture, React development, and VOC analysis to contribute to the enhancement of user experiences and product functionalities.
* Managed the entire sales funnel, from defining metrics and optimizing the funnel to measuring outcomes, enhancing the product's alignment with business objectives.
* Showcased expertise in the e-commerce domain, including a deep understanding of the customer journey, marketing channels, and competitive landscape, guiding product strategies accordingly.
* Masterfully created and maintained work items using **Azure DevOps**, meticulously tracking progress and assigning tasks to ensure efficient project management.
* Ensured ethical and legal compliance in AI and ML product offerings, addressing privacy concerns, fairness, transparency, and bias mitigation.
* Developed and executed comprehensive product strategies for AI and ML offerings, aligning vision, market opportunities, and business goals to create a well-defined roadmap.
* Proficiently designed and implemented API-based integrations using Google Apigee framework to seamlessly connect diverse IT systems, enhancing overall operational efficiency.
* Championed data governance and compliance within a Customer Data Platform (CDP), fostering a secure and reliable data analytics environment.
* Expertly managed product development and performance for content management solutions, leveraging understanding of ECM principles.
* Demonstrated a strong grasp of micro services architecture principles, Java programming, Restful API design, and data integration.
* Provided strategic leadership for **SDN, LTE** and **5G** products, combining technical knowledge with product management skills to drive successful outcomes.
* Utilized Google Analytics to collect and analyze user behavior data, generating valuable insights to guide product improvements.
* Maintained data accuracy and consistency throughout data capture and analytics processes, ensuring reliable insights for decision-making.

# Client: Walt Disney, Orlando, FL Apr 2021 to Sep 2021 Role: Sr. Product Manager

**Responsibilities:**

* Acted as a lead within the Connected Products, Product Management organization called: "Connected Products Expansion & Commerce".
* Leveraged in-depth knowledge of data platforms, data management trends, and the AWS ecosystem to steer the development and evolution of the **Customer Data Platform (CDP)**, ensuring it meets evolving business needs.
* Led the ideation and creation of innovative connected wearables and merchandise, facilitating the convergence of digital and physical realms to deliver captivating and immersive user experiences.
* Spearheaded the expansion of the Connected Products platform, orchestrating its seamless integration across all Disney Parks, thereby extending its capabilities and impact.
* Took ownership of optimizing the ecommerce platform dedicated to selling connected merchandise, crafting a frictionless shopping journey for Parks Guests and enhancing overall user satisfaction.
* Demonstrated exceptional leadership by effectively guiding and collaborating with internal partners and stakeholders, utilizing influence and coordination to align efforts and achieve collective objectives.
* Innovatively conceptualized and translated novel product ideas and enhancements into actionable projects, ensuring alignment with organizational goals and technical feasibility.
* Effectively managed the end-to-end order processing workflow, liaising with cross-functional teams to streamline order placement, validation, fulfillment, and delivery processes.
* Introduced robust systems and tools for real-time order tracking and visibility, elevating customer experience and facilitating efficient order management across all stages.
* Collaborated closely with inventory and supply chain teams to expertly manage inventory levels, minimizing stockouts and excess inventory costs while optimizing stock availability.
* Pioneered the implementation of new work methodologies to support seamless product delivery, fostering a culture of continuous improvement and operational excellence.
* Successfully championed the adoption of the Scaled Agile Framework (SAFe), enhancing organizational agility, collaboration, and alignment among diverse teams and stakeholders.
* Provided invaluable product guidance and insights throughout the delivery phase, collaborating seamlessly with merchandise and engineering teams to ensure successful product execution.
* Assumed complete ownership of the product strategy for both physical and digital offerings, defining precise functional requirements and skillfully managing feature releases to deliver superior and impactful products.
* In this capacity, you have exemplified your prowess as a dedicated and strategic Product Owner, driving innovation, collaboration, and value creation across a range of product development initiatives in the connected products domain.

# Client: Expedia, Austin, TX Dec 2019 to Mar 2021 Role: Sr. Program Manager

**Responsibilities:**

* Owned the overall Product Road map, and managed trade offs against developer experience, customer experience, and time to market.
* Strong understanding of Scrum, Lean, XP, Kanban, and other agile development frameworks.
* As a Product manager of Logistics and Supply Chain Management I have been responsible for owning the product roadmap leading strategy, successful planning, coordination, and implementation of solutions

to address supply chain platform requirements.

* Worked closely with Engineers, Program Managers, and Architects developing road maps, and driving product features from design to ship.
* Worked directly with the supply chain business SMEs to understand, prioritize, and advise on application focus and rollout.
* Collaborated with Digital and **SAP** platform team and Business leads for regular releases & roadmap and strategy and measurably drives business KPIs.
* Knowledge and experience in the Utility industry, understanding its unique challenges and requirements. This expertise allows them to empathize with customers and stakeholders and make well-informed product decisions.
* Possesses experience in Salesforce Field Service and Service Cloud, having successfully managed and delivered projects in these areas. They understand the capabilities and limitations of these platforms, leveraging them to create tailored solutions for utility companies.
* Hands-on experience in successfully implementing Salesforce CRM, Sales Cloud, and Slack in various product management roles.
* Proficient in optimizing sales automation processes and productivity tools, particularly in the areas of Lead Management, Opportunity Management, and Account Management.
* Knowledge of Sales Go-to-Market (GTM) processes and Lead to Cash processes, enabling effective sales strategies and streamlined revenue generation.
* Continuously improved product offerings and launch product features through a deep understanding of Order Management, e-Commerce, and Supply chain business needs.
* Proven track record of leading Salesforce system implementations and designing solution architectures for global companies with complex business processes.
* Experience with the Jobs to be Done (JTBD) framework, utilizing customer needs and pain points to drive product development and enhancements.
* Demonstrated ability to influence stakeholders and cross-functional teams, ensuring alignment and successful project outcomes.
* Demonstrated ability to deliver scalable and innovative solutions by prioritizing business value, leveraging internal Salesforce Sales Cloud, and Slack platforms.
* Ensure compliance with legal, regulatory, and ethical guidelines for AI and ML products.
* Stay updated on AI and ML research, technologies, and industry trends.
* Gather requirements and define technical specifications for AI and ML products.
* Owned product requirements documents and ensured clear communication and coordination of requirements to the business, marketing, design and development teams.
* Lead the Data & BI track to measure the performance of checkout by finalizing the KPIs and Dashboards, by identifying opportunities for improvement and diagnostics.

**Client: Sentara Healthcare, Norfolk, VA Apr 2019 to Nov 2019**

# Role: Product Manager

**Responsibilities:**

* Developed and executed a futuristic product capability roadmap aligned with business objectives and market trends.
* Maximized product and business value through effective backlog management and prioritization.
* Took end-to-end ownership of features/epics, from ideation to implementation.
* Demonstrated expertise in payer functions such as product, member, provider, contracting, claims, quality, risk adjustment, and **HEDIS**.
* Possessed experience working with payer/provider/PBM organizations to understand their specific needs and challenges.
* Applied proven product management methodologies and best practices.
* Understood the intricacies of healthcare operations, including claims, billing, and EHR systems.
* Employed open-ended business problem-solving and results-oriented strategies.
* Conducted thorough market analysis and ensured product fitment.
* Utilized agile product development methodologies to deliver products efficiently.
* Demonstrated expertise in data management best practices and analytics.
* Possessed a strong understanding of data science and its applications in product development.
* Worked effectively with scrum teams, product analysts, and technical architects.
* Communicated effectively both verbally and in writing, with a focus on clarity and logical structuring.
* Built strong relationships with stakeholders and effectively managed their expectations.
* Worked collaboratively with distributed teams across different locations.
* Led and motivated teams to achieve product goals.

# Client: Next Capital Group, Chicago, IL Feb 2017 to Mar 2019 Role: Product Manager

**Responsibilities:**

* Followed **Agile (SCRUM) methodologies** and developed Technical design documents.
* Led development process of ‘Admin App – Money Movement’ product by leading cross- functional teams of full- stack developers, UX and Product Designers, Financial Advisors, Operations, and more.
* Reduced 60% of Operations and Financial Advisors load and aided in substantial increase of **AUM** by leading ‘Admin App – Money Movement’ product from conceptualization to delivery.
* Recommended efficient scalable options for centralized logging framework across multiple micro services based on industry best practices and company’s strategic long-term needs.
* Designed process, templates and proof of concept documents for industry, competitor and international market analysis.
* Researched industry best practices and recommended efficient scalable options for centralized logging framework across multiple micro-service.
* Reduced latency from 6 hours to 5 mins by designing, developing and automating daily Drift, Rerun, and Enroll Activity and weekly Advice Audit reports.

# Client: Kroger, Peoria, IL, Jan 2016 to Jan 2017 Role: Business Intelligence Consultant/Deployment Manager

**Responsibilities:**

* Worked on **Agile Scrum** methodology and was involved in stand-up meetings to monitor the progress.
* Responsible for gathering requirements by managing relationships with stakeholders and facilitating those conversations.
* Work with End users directly for requirements elicitation ● Create Functional and Technical specification documents.
* Provide Technical assistance to the team.
* Track and ensure project milestones are met.
* Coordinate with Onshore- offshore project/IT teams
* Providing guidance on what to build when to release as much value as possible as early as possible.
* Identify, measure and improve key product catalog metrics to enhance the customer/user experience, and create a compelling, relevant product vision using web metrics, customer/user loyalty/insights, customer/user feedback/research and internal operational metrics.
* Identify opportunities to create best-in-class capabilities by leveraging customer & user feedback and team knowledge/expertise in order to connect company strengths with available resources.
* Develop a product plan and deliver breakthrough experiences to market by working with technical and non-technical partners; measure output, improve execution and continuously deliver production expectations.
* Interacted with the users, designers and developers, project manager and QA team to get a better ● Understanding of the Business Processes and prioritize business requirements.
* Designed Schemas on Oracle Database and BO Webi report as per requirements. ● Develop Universe and reports using **SAP BO 3.1** and testing the same. ● Migrated reports using Import wizard from **DEV, UAT** to **SANDBOX** ● Designed security and deployed the code releases.
* Reviewed development plans, quality assurance test plans and user documentation to ensure correctness interpretation of original specifications
* Ensuring the work done by the team aligns with the wider business strategy.

# Client: Pilog India Pvt Ltd, India Mar 2014 to Jul 2015 Role: Software Engineer

**Responsibilities:**

* Developed presentation screens by using **JSP**, **HTML** and **JavaScript**.
* Developed **Session beans** for functionality as per the requirement.
* Responsible for writing detailed design documents and class diagrams and sequence diagrams.
* Used various Design patterns like **MVC**, **DAO pattern**, **singleton** to achieve clean separation of layers.
* Created Servlets which route submittals to appropriate **Enterprise Java Bean (EJB)** components and render retrieved information.
* Developed **Session Beans** to process requests from the developed Custom tag libraries to separate presentation and processing logic.
* Used **Lo4j** debugging tool to monitor the Error Logs.