

Profile & Career Outline

As an enthusiastic and **versatile** professional over 12+ Years in **Product Management**, who firmly believes in the tenets of **teamwork**, I possess an **entrepreneurial** mindset and a proven record of building best in class **digital experience**.

Taking products from zero to one and beyond, I have spent 75% of my time **building** and 25% **selling** them. This diverse experience spans various **countries, cultures, and industries**, allowing me to deliver **exceptional outcomes** at the intersection of **digital, design, product, revenue, and analytics**.

Looking forward to a challenging role in a **globally renowned, purpose driven organization** wherein I could augment my skill set and at the same time leverage my existing work experience to contribute towards the betterment of the organization.

Skill Set

Product Management, Roadmaps & Strategy, APIs & Wireframes, Organic Growth, Customer **Experience Design (UI/UX)**, **Design Thinking**, **Digital Sales & Revenue**, SAFe & Agile, Experimentation, Data Modeling, Insights & Reporting, **Loyalty & Retention**, **Segmentation**, **Digital Payments**

Certifications

Oracle Certified **SQL Expert**
ITIL Foundations Certificate
MIT Design Thinking
SAS Real time Decision Manager

Professional Experience (12+ Years)

MAY 2020 – PRESENT

Lead Product Manager / Digital Products, Growth & Special Project
stc (Saudi Telecom Company) Bahrain, MENA



- As the driving force behind the growth of **stc's digital and linear landscape**, I spearheaded the end-to-end creation and management of over 15+ cross functional products. These products covered a range of areas including **P&L, Leads & Digital experience, Compliance, Communication, Analytics, Marketing Automation and more**. As the owner of these products, I ensured their seamless delivery and continued success.
- Achieved **~15 million USD topline and 15% annual margin improvement**. With the implementation of marketing automation and product innovations, we also reduced the churn rate by **23% and increased digital contributions to 75% of the total engagement**. The success of these products is evidenced by improved **lead conversions from 4% to 32%** and campaign **conversions reaching 13%**.
- Managing the entire portfolio of the **stc Rewards & Partner's Growth Suit**, from ideation and strategic planning to design and execution. Collaborated closely with **50+ leading merchants** spanning various categories such as restaurants, lifestyle, and finance. Achieved customer savings of **0 to 10 million USD on the first year** through partner offerings on the rewards platform while significantly expanding partner brand reach in the region.
- From ideation through to strategy, design, and execution**, I played a pivotal role in the successful development and implementation of a **digital solution for stc's Home Broadband proposition**. Collaborating closely with 10+ cross-functional teams, we focused on elevating the customer experience and empowerment. This initiative resulted in remarkable outcomes, including a **30% increase in Home Broadband CSAT (Customer Satisfaction)**, a **70% reduction in complaints**, and a **75% improvement in action time**.
- Led the efforts around **Process Automation, Continues Service Improvements, and Annual Digital and Value Management Budgeting & Strategy**. Multiple products delivered in this theme has saved **~300 human hours monthly**, by elevating consumer experience by 25%, and helped improving the NPS & CSAT.

MAR 2019 – APR 2020

Senior Product Manager / CVM & Marketing Automation

Ooredoo Myanmar Limited – Yangon, Myanmar, Southeast Asia



- Successfully designed and delivered an end-to-end campaign management platform from scratch, **resulting in a 16% month-on-month revenue uplift** within the first six months for the **mobile finance and telecom business**. Utilized base segmentation to enhance **customer usage and retention**, minimizing churn through effective product/offer allocation and **communication priority**. Collaborated with multiple engineering system owners and vendors to design and deliver incremental platform capabilities.
- Key Contributor in the success of major **social impact campaigns** in collaboration with United Nations Development Programs (UNDP) such as **1Min 1Ks, Small Finance & Women Empowerment** through my involvement in **CSR-based marketing initiatives**, improving the **brand Index**.

DEC 2015 – FEB 2019

Product & Program Manager / Transformation, Integrations & Engineering

Vodafone Idea Limited, Corporate – Mumbai, India



- Integrated the **Marketing Automation Engines for Vodafone and Idea Cellular** during their merger in India, managing a customer base of **~415 million**, in one of the **largest marketing automation platform integrations** in the industry. Harmonized over **100+ business KPIs** between finance, marketing, and sales teams during the merger of Idea Cellular and Vodafone India, implementing a robust solution for **Day Zero Reporting & long-term reporting** by collaborating with cross-functional teams.
- Designed and delivered a **marketing automation platform** that enabled **micro-segmentation, cross-selling, and dynamic discounting** for marketers. Implemented the system **across 22 circles (22mn Customers)**, retiring legacy systems and achieving a **~34% revenue upliftment from segmented customers**. Led as Program Manager and Solution Designer, onboarded talent, and completed the project while **saving 200 man-days monthly through automation** and shared service outsourcing.
- Delivered a data warehouse for **~80mn Postpaid customers from scratch**, facilitating data marts and decision support systems. This included the calculation of **daily customer-wise Postpaid unbilled rental, ROI, and net revenue apportioned** under all legs based on multiple audited rules. In addition, we automated the **entire revenue booking process and rolled-out for PAN India finance** teams, reducing manual reporting errors and efforts from **100-man days to 10-man days every month**. These efforts helped ensure a smooth merger process and accurate financial reporting.

AUG 2012 – NOV 2015

Associate Consultant / Financial Services Business Unit

Capgemini Invent – Paris, France (Business across US/UK)



- At **Barclays Bank Group**, I helped develop a reporting solution for Foreign Account Tax Compliance Act. I handled Informatica ETL workflows, BusinessObjects universe design, data modelling & US IRS reporting.
- Collaborated with **Naandi Foundation** as part of Capgemini India's 12-member team to develop a system that improved rural child education. The solution successfully addressed key challenges and increased access to education for children in need.