**Praveen**

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**Summary**

Touching people’s everyday life through wonderful products is my passion. A Product Management Professional having an experience of 9+ years, passionate about building great products and exceptional solutions that customers love to use. Having experience in leading cross-functional teams, managing product line from concept to launch, determining and documenting new product requirements, and launching new products to the market place. At the same time technology enthusiast with a passion for developing products to enhance user experience across various platforms and devices.

Worked with world-class engineers and functional teams, distributed across geographies, to break down complex problems into steps to bridge technical and business worlds. Possessing excellent problem solving, product management, project management and technical skills.

**Key Strengths**

• Product Management
• Strong Agile (Scrum) Product Management Experience
• Product and Pricing Strategy
• User Experience Strategy
• Product Portfolio Analysis
• Market Research
• Understanding the trend of the market
• Practical experience with the product development process

• Technical Understanding
• Leadership & Mentor Quality
• Strong communication and collaboration skills
• Self-starter with high level of initiative, commitment and energy

**Experience**

**Project Overview**

Snapfish is a web-based photo sharing and photo printing service owned by District Photo and is based in San Francisco, California. Members can upload files for free, and are given unlimited photo storage. Snapfish is an Internet leader in bringing the photo printing, storing, editing and gift making tasks into individual homes. With a digital camera, creating a high quality, photo-personalized gift can easily be accomplished in minutes. Additionally, sharing hundreds of photos or videos online with people around the world becomes an easy task. Snapfish has Walgreens and CVS as partner sites and has different co-brands and regional sites across the globe.

**Product Manager for Book & Calendar Categories, Snapfish at ValueLabs**

Jan 2016 - Feb 2017

**Key Deliverables:**

* Continuously researching on consumer behavior towards purchasing & giving New Product Idea's, line extensions etc.
* Responsible for coordinating with all the Internal & External parties pertaining to New Product/feature Development, Brand Launches, being the Single Point of Contact for all queries pertaining to the same.
* Maintaining strong relationship with Partners, Marketing, Business team & evaluating the product performances & growth along with addressing day-to-day business concerns.
* Coordinate cross-functional teams in developing product concepts and strategies; evaluate and recommend build, partner, buy alternatives; and work with key stakeholders to map out execution plans.
* Build scalable design and product development processes using principles of Agile.
* Defining, tracking and improving product metrics across the portfolio; Using a data driven approach, build business cases to support product investment decisions.
* Periodically present Business teams on growth and sales of the products.
* Conduct user and market research and competitive analysis to identify new product opportunities and feature enhancements.
* Believe in data-driven product decision making by using hard data and metrics to back up assumptions and develop business cases.
* Apply user-centric interface design and user experience (UI/UX) principles to deliver simple, effective and elegant user-friendly product releases
* Continuously monitor market needs and requirements, taking into account future technology/developments, competitor products/services
* Gain a deep understanding of customer experience, identify and fill product gaps and generate new ideas that grow market share, improve customer experience and drive growth
* Create buy-in for the product vision both internally and with key external partners
* Translate product strategy into detailed requirements and prototypes.
* Price and product analysis with competitors.
* Create and deliver POC for partner and clients respectively.
* Responsible for aligning product road maps for product integration development driving on-time/on-budget releases and prioritizes all integration feature/function requests and provides detailed requirements.
* Understanding product P&L, ensuring product(s) achieves margin/profit objectives as well as work closely with marketing, development, UX, Analytics and Business teams ensuring the E2E coverage of product delivery to market.
* Working with Product Owners, R&D, Sales, Service, Implementation, Competitive Intelligence, and Business Development teams to understand market integration needs and ensure development outcome meets those needs.

Key Achievements:

* Provided solution for orders failing due to images that got corrupted after uploading. The solution has brought down the cost for the company by $1M (direct refunds to customers) and $2M indirect cost ( incurred for deploying customer support representatives and special offers to handle customers whose orders got failed) every year.
* Conversion rate increased by 1.2% for each product category.

**Product Manager & Launch Lead for Partners – Snapfish at ValueLabs**

May 2013 – Dec 2015

**Key Deliverables:**

* Worked as Launch lead for launching one of the prestigious partner i.e., CVS photo site, on Snapfish platform.
* Leading cross functional and business teams in launching the CVS photo site.
* Responsible to guide, address & solve partner issues pertaining to product launches, competitor analysis, customer escalations, product pricing issues, market trends etc.,
* Responsible for managing projects and products for partners
* Gathering requirements from the clients/partners
* Provide detailed guidance to engineering and QA resources, as well as functional and technical documentation to ensure the right product gets delivered with each release
* Researching, organizing the tasks for designers and technical teams
* Preparing the PRDs and supporting with the preparation of wireframes
* Preparing the project timeline and milestones
* Follow Up and review the tasks
* Communication between the clients and the team members, to ensure the tasks are done on time and as agreed
* Writing documentations for the guidance of the project for the team members and for the client/partner
* QA and review for the apps.
* Scope and prioritize activities based on business and customer impact
* Task Management for software development team
* Issuing release notes
* Documents and technical specifications review and layout for new products
* Training clients after deploying our solution.
* Create documentations, technical specifications and train partners to come onboard to sell ARRIVE products
* Creating user stories/business requirements based on business needs.
* Participate in road-mapping, competitive research and lead discovery for all prints related projects.
* Cultivating relationships across departments in order to understand needs and resolve client issues efficiently.

**Key Achievements:**

* Launched CVS photo site on Snapfish platform with in a record time of 6 months, surpassing the expected revenue margin by 3% during holiday season
* Provided dynamic solutions to CVS partner in launching the photo site during critical phase of data compromise with their parent site
* Guided and Lead the teams in releasing the new and updated features with ZERO bugs for partner sites which is first of its kind in Snapfish history.
* Increase in conversion rate by 2% - 3% in each product category for partner sites.

**Product Owner - Snapfish at ValueLabs**

March 2012 – May 2013

**Key Deliverables:**

* As a Product Owner, manages the day-to-day with the agile teams and communicates regularly with product category team and business team as needed.
* Co-Leads all release and sprint planning sessions with the scrum master, owns the sprint backlog, and works closely with the other category product managers to ensure all projects are executed in alignment with client strategy and vision.
* Articulate the product vision to the team, and Own the products user experience and feature set and act as the product evangelist.
* Prioritize and create detailed product specifications to be used in written specifications, business rules, flows and use cases, as well as user-experience (UE) generated deliverables such as prototypes, wireframes and design and copy documents.
* Ability to prioritize the stories and negotiate/collaborate on priorities with the team.
* Ability to inspect and adapt points to answer questions and help guide the team empirically
* Partner with developers, quality, and implementation teams as a subject matter expert.
* Enter and report on user stories/requirements stored in a commercial requirements management tool.
* Define and/or help define the user story acceptance criteria so the team knows when are they done.
* Creating user stories/business requirements based on business needs.
* As a Product Owner understanding the end user requirements.
* Define the goals at the beginning of every sprint.
* Cultivating relationships across departments in order to understand needs and resolve client issues efficiently.
* Partner with developers, quality, and implementation teams as a subject matter expert.
* Accountable for assigned “projects” for Agile team(s) (concept-to-deployment).
* Decides what the Agile/Scrum team will build and optimizes the value of their planned project.
* Makes final decisions on priorities and acceptance criteria and holds veto power for their projects.
* With GPM(Group Product Manager), track post launch project performance, business impact, establishes success and customer impact.
* Ensures proper metrics are in place for product/feature launches.
* All projects and project performance tracking.

Responsible for product leadership of Agile/Scrum team, includes –

* Knowledgeable about the business and requirements of the customer (partner and end user).
* Responsible for on time delivery of internal assets (creative, mockups, help content).
* Gets design/user story approvals from partner.
* Writes the customer-focused User Stories /PRDs.
* Collaborate with other POs on co-dependent projects.
* Escalates resource needs/schedule/risk forecasts to APO (Area Product Owner).

**Scrum Master, CSM at ValueLabs**

Jan 2011 – Feb 2012

**Key Deliverables:**

* Monitoring & Tracking.
* Reporting & Communication.
* Process Check.
* Quality.
* Resolve Impediments.
* Resolve Conflicts.
* Shield the Team.
* Performance Feedback.

**Software Engineer at ValueLabs**

June 2007 – Dec 2010

**Key Deliverables:**

* Develop UI design specs that allows and facilitate project and functional requirements across a multi-disciplinary team through all phases of the project.
* Worked on Java and Flex projects, building up different features for core and partner sites.
* Designed main welcoming screen, optimizing image byte size versus resolution to accommodate resizing for various screen sizes.
* Tweaked, optimized and created new sprites with Photoshop to generate CSS-based.
* Worked directly with customers to establish project scope, interaction guidelines, and project timelines.
* Troubleshooting of reported problems with the Ticketing system.

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**Certifications**

**CSM** Scrum Alliance

**CSPO** Scrum Alliance

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**Languages**

**English, Hindi, Telugu (mother tongue)**

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**Technical Skills**

Core Java, HTML 5, CSS3, JSP, JavaScript, Flex, jQuery, AJAX, CSS, Photoshop, JSON

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**Tools**

Omniture, Jira, Rally, Perforce and Eclipse

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**Education**

**Deccan Engineering College**

Master of Computer Applications (MCA), Computer Software Engineering, 2004 - 2007

Activities and Societies: Participated in Inter college competition, Social service, Dance programs in college, Skits and use to participate in Debate competitions and as well as chess etc.

**Little Flower Degree College**

Bachelor of Science (BSc), Computer Science, 2001 - 2004

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