**Shashank Lohani**

Product Manager

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# **SUMMARY**

* Lead the end-to-end product development lifecycle, owned the product platform strategy & discovery, and built an effective product roadmap for ‘non-emergency medical rides’ product.
* Experienced in building and developing a vision & execution of innovative client facing initiatives. Also managed user journey and inter-dependencies, establishing that the goals are aligned with the core vision and drive the technology roadmap for consumer data and analytics capabilities.
* Worked with executive teams and various stakeholders to develop measurable KPIs. Delivering new & existing products by working directly with business, technology, data, legal and operations partners to define and write requirements, manage the overall project plan and deliverables.
* Employing a hands-on approach to change management; donning several hats through the SDLC to ensure deliverables meet functional, quality and schedule requirements.
* Strong analytical and quantitative skills with the ability to use data and metrics to make informed decisions, along with the strong understanding of technologies and products in data and analytics space including customer data platforms.
* Knowledgeable in the Waterfall methodology, with a preference for the Agile/Scrum iterative framework, with a deep understanding of web/mobile technologies & SaaS products.

# **SKILLS**

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| **BI Tools:** | Power BI, Tableau, Advance Excel |
| **Web Technology:** | HTML, CSS |
| **Web Application**: | Figma, Wireframing, Site mapping |
| **Design Platform:** | Adobe XD |
| **Development Tools:** | Power Platform |
| **Data Analytics Technology:** | Analytics, Data Mining |
| **Cloud Computing:** | SaaS |
| **Databases:** | MySQL, SQL server |
| **Methodologies:** | Agile |
| **Area of Expertise:** | Inventory Management, Project Management |
| **Others tools:** | Mural, Visio, Ideate, Sales, A/B testing |

# **EDUCATION**

**Candidate for Master of Science, Engineering Management**

Northeastern University

# **CERTIFICATION**

**AIPMM Product Manager (in Process)**

**Six Sigma Black Belt**

# **PROFESSIONAL EXPERIENCE**

**Hasbro- Pawtucket, RI Jan 2022- Jun 2022**

**Product Management Intern (NERF)**

* Achieved 10% rise in profits by implementing 8 new products in 6 months through the NPI process and collaborating cross-functionally with key players in design, supply chain, finance, and marketing
* Launched Operational insights, created forecasts and metrics reporting in Tableau, specified Product Strategy, Customer acquisition strategy, and Go-to-market
* Conducted market analysis of 3 competitor brands and researched 10+ of their products, identifying the product shortcomings to make them our product's unique selling proposition
* Reduced $60,000 in total product cost through re-usability and reducing ex-factory and tooling cost using P2M and Excel
* Executed multiple global RFPs to obtain 10 vendor quotes across 3 countries and performed cost analysis using Excel to align on best

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| recommendation for the new product innovations |  |

* Solid working knowledge of Confidential Derivatives. Managed application to track the Confidential Derivatives confirmation matching workflow and produce electronic confirmation documents across multiple asset classes.
* Managed initiative related to Confidential (Options Clearing Corporation) Participating Escrow Bank Agreement: To transfer collateral requirements related to US Equity Options electronically to the Confidential via the Confidential .
* Led cross functional project teams in the implementation of the Loyalty Rewards Program. Produced executive reports on assigned projects to keep management apprised of project status, major issues, scope changes, resource changes and milestone achievement.

**KPMG, India Dec 2019 – Nov 2020**

**Product Manager**

* Product Manager to implement a core banking product for a Banking Conversion.
* Responsible for the strategic development of new features for the Key Product area to drive traffic, revenue growth and profitability for the online products banking channel.
* Evaluated Channel Integration Strategy to build out the capabilities of Wealth Management Products across omni-channel (web, mobile, tablet) with the objective of providing the most broad and accurate Wealth Management Product offerings for customers in the industry.
* Developed concepts for innovative financial services products based on market research and emerging/competitive trends in the industry.
* Analysed data to glean insights and translate into business initiatives for new products.
* Worked on productizing, packaging, and evaluating products for Go-To-Market
* Defined and maintained a profitable and competitive product portfolio through the use of modern portfolio analysis tools.
* Led a highly collaborative cross-functional global team for developing products using the Scrum methodology.
* Managed lifecycle of product development: requirements evolution, User Interface design, implementation and launch.

# **PROJECT**

**SMARTWAY: MBTA Transit Mobile Application**

Product Manager

* Collaborated with engineers, program managers, and finance team to create a mobile application that allows commuters to recharge the balance on their Charlie card
* Drafted RACI Matrix, Gantt Chart, CPM diagram and Power Interest Grid for scheduling and stakeholder analysis; calculated labor, materials and equipment, miscellaneous expenses using Excel, and a 7% contingency brought the total budget estimate for the project to $905,811 and a return on investment of 2.5 years
* Developed estimated customer satisfaction (85%) and marketing performance dashboards using Tableau considering necessary KPIs

**Ab InBev: Product Market Strategy Paris, France** *Product Manager*

* Lead the development of a product market strategy for a new beer (Victoria) in order to capture 40% of the French Market and introduce new strategies for product promotion
* Utilized PowerBi to study CAGRs and competitor reports to product 74% core growth for blond beer in France
* Established features of Victoria with 10.1% CAGR, 33% TBU and 8.5% ABV to ensure its market positioning using Bloomberg