# BALAJI SWAMINADHAN

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**PRODUCT LEAD PROFESSIONAL**

* **Project Management Professional (PMP®), Certified Scrum Product Owner (CSPO®),** **Certified ScrumMaster (CSM®), Salesforce Certified Administrator (SU21),** - Product management professional with 16 years of solid experience in managing product line life cycle, client projects, new product launches, customer relationship management, key accounts management and operations.
* Expert in agile and scrum project management methodologies. Known for ability to produce high-quality deliverables that meet or exceed timeline and financial goals.
* Solutions oriented professional with excellent skills of collaborating with project teams, interfacing with clients, and deploying technology to build successful solutions such as BIM, Cost Calculator, Dose Calculator, Expense Sharing App, HRM, HMS, EMR, EHR, PHR, DAM, LMS, AI Chatbot, Dealer & Distributor system, CRM, CPQ (maintenance) and CMS tool.
* Experienced in managing e-commerce (Omni-Channel), CMS (Content Management System), mobile & iPad application projects and **SaaS**-based **B2B, B2C** product development in Finance, HR, Pharma, Tours & Travels, and IT domain.

**SKILL SUMMARY**

Product Management – Project Management - Product Backlog - Roadmap Creation – Scrum – Kanban - Agile – Sprint Planning – Retrospectives – Account Management – Client Relationship Management –Project Delivery –Requirement Analysis –Waterfall – Team Building & Mentoring – Training – Cross-Functional Supervision – UX – SaaS – Email Campaigns – Salesforce Admin – SQL – JIRA – Confluence – Azure board - Figma – Miro – AB Test – Presales – SEO – SEM - Marketing.

# PROFESSIONAL EXPERIENCE

# HCL Technologies Pvt Ltd – India - Bangalore Sep’2022 – Jul’2023

**Product Manager/Owner** *(Client –* ***Viator****,* ***Tripadvisor*** *–* ***Uber****)*

* Effectively manage and lead scrum teams throughout the Software Development Life Cycle (SDLC)
* Responsible for PRD (Product Requirement Document) creation that meets customer needs and business objectives for a travel native app and manage the overall schedule of a project to deliver features on time with high quality.
* Assist engineering team in preparing ERD, and UX team in wireframe and demo screens on Figma, Miro.
* Assist the client product team in keeping the product development backlog organized, prioritized, according to business value & ROI.
* Oversee planning and prioritize product feature backlog and development for the product.
* Define product vision, develop cases, and prioritize user stories, and epics on Azure board to ensure work focuses on those with maximum value that are aligned with product strategy.
* Facilitate Agile ceremonies like backlog refinement, sprint planning, sprint retrospective etc.
* Manage the product release plans, set the expectation for delivery of new functionalities, and prioritize the MVP features.
* Conduct overall UAT plan, perform A/B test and measure the impact of data centric feature enhancements on user behavior, conversion metrics, assist in growth marketing and facilitate the release.
* Coordinate with external partners/vendors on API specifications and integration plans. Drive alignment on timelines, capabilities, and testing procedures.
* Utilize market research, data analysis, and customer feedback to identify opportunities for improving user experience, product quality, and driving product innovation.
* Provide regular updates, report generation, and manage client presentations and demo.

# Indegene Private Limited – USA - California Mar’2018 – Jul’2022

**Associate Manager (Product) - Program Management** *(Client –* ***Pfizer –*** *4 months in USA)*

* Demonstrate expertise in handling BIM, Cost calculator, Dose Calculator, Digital Asset Management (DAM), CMS tools, AI Chatbot, CPQ configuration, Drupal e-commerce platforms and digital promotional assets like mobile and iPad applications, effectively incorporating these technologies into product development and management processes.
* Translate business strategy into product strategy, advocating for customer needs during development.
* Convert product strategies into actionable tasks on JIRA, collaborating with engineers to build and launch features.
* Manage product vision, prioritize roadmap and backlog using Aha and Jira platforms.
* Responsible for module level Requirement Gathering Document (RGD) preparation.
* Track releases by developing, implement, and maintain production timelines across multiple departments.
* Participate in daily scrum meetings, planning, reviews, and retrospectives
* Provide insight to stakeholders on the product and market
* Coordinate and support the development and other cross functional team with any questions they may have
* Track and monitor the product performance and suggest required iterations to for continues improvement.
* Track and manager project costs to meet budget
* Manage and conduct overall UAT plan and perform A/B testing.
* Engage directly with internal & external stakeholders from various business units to gather requirements and prioritize API integration needs.
* Conduct product demos and deliver comprehensive training sessions to stakeholders, highlighting the range of product features and associated benefits.
* Create and manage report and financial aspect of product team (Familiar with SQL queries)
* Act as POC of all aspects of in-life products, including customer feedback, requirements, and issues.

# OVI HOSTING PVT LTD (webbazaar.com) – India - Bangalore May’2007 – Feb’2018

**Delivery Head/Product Owner**

* Provided strategic leadership and overseeing KPIs and financial aspects of a business unit, while effectively managing and inspiring a team of over 30 professionals. (project managers, designer, developers, SEO & sales team)
* Leading the product team for HRMS & Payroll, HMS, EMR, EHR, PHR, Dealer & Distributor system and Expense Sharing App applications, overseeing the product life cycle, roadmap, and timely release of high-quality features.
* Collaboratively create and manage CMS platforms, aligning features with business needs.
* Proficient in managing projects using Magento, Drupal, Wordpress CMS tools and digital product strategy for our consumer app.
* Brief exposure in managing Adobe CMS, implementing salesforce CRM & CPQ, Exotel IVR management
* Own, manage, and implement Zoho CRM, HRMS & Payroll solution including customization, while creating and maintaining efficient workflows for individual users and teams.
* Prepared detailed product backlogs and scope statements, collaborating with cross-functional teams on Jira.
* Experience designing simple user interfaces through wire frames and mockups through lucid chart, mindmup.
* Setting project goals and ensuring successful and smooth completion of the projects within the approved Budget.
* Plan, build, monitor and optimize omni-channel merchandising strategies and go-to-market activities.
* Facilitated Release Planning, Sprint Planning, Backlog Grooming, and Retrospective meetings.
* Collaborate with Product, Business, and Engineering Teams to develop and maintain Product Backlogs.
* Facilitate seamless API integration by ensuring appropriate access, identifying essential third-party APIs, and ensuring their smooth integration to drive business success.
* Collaborate with IT Operations to plan and execute projects, providing teams with necessary specifications, resources, and guidance to deliver projects effectively. Establish realistic timelines and ensure projects stay on track to meet deadlines.
* Interface with customers and sales team to understand product requirements and make suggestions.
* Coordinate with Release team, Engineering and Program team for any software patch dependencies
* Track change requests, service requests or bugs as needed for project delivery
* Engage with clients extensively to discuss various product lines and ensure repeat and referral business.
* Periodically report progress, Risks, issues and mitigations of all managed projects
* Conduct pre-sales activities such as market research, product demo, assist sales and marketing with proposals, client interviews. In addition, assist in change management and conduct periodical internal auditing to make sure the finance team follow statutory payments.

# ACHIEVEMENT

* Delivered 2500+ website, web applications, ecommerce portals across India, USA, AFME and Europe region
* Introduced and implemented scrum methodology to the product team and executed projects successfully

# EDUCATIONAL QUALIFICATIONS

* **MBA /PGDM (Finance & Marketing), 2007 -** ICFAI University, AP
* **B. Com, Taxation, 2005 -** P.V.K.N. Degree College, AP
* **Higher Secondary Certificate, Accounts & Taxation, 2002 -** P.C.R, Jr., College, AP

**Certifications**

* **PMP® Project Management Professional (PMP)** from **PMI**
* **Salesforce Certified Administrator (SU21)** from **Salesforce.com**
* Certified **ScrumMaster® (CSM)** from **Scrum Alliance**
* Certified **Scrum Product Owner® (CSPO)** from **Scrum Alliance**
* The Online Marketing Fundamentals by **Google**
* Innovation and Information Technology Management by **IIM -Indian Institute of Management Bangalore (IIMBx)**
* Diploma in Computer Application from **All India Academy of Computer Education**

**Software Proficiency:** Adobe Photoshop CC, Adobe After Effects, Adobe illustration, Adobe XD, Microsoft word, PowerPoint, Google analytics, Salesforce, Zoho CRM, HTML, CSS, Cpanel, WHM, SQL, Aha, Jira, Figma, Miro, Confluence, Whimsical, Lucidchart.