**AMIT RAMSARAN**

 PRODUCT MANAGER / FUNCTIONAL CONSULTANT

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Experienced and results-driven IT and AI Product Manager with over 8 years of success delivering innovative technology solutions across enterprise software, SaaS, CRM and AI-powered platforms. Proven expertise in managing full product lifecycle, leading cross-functional Agile teams, and driving business growth through customer-centric product strategies. Skilled in translating complex business requirements into cutting-edge solutions using emerging technologies such as machine learning, natural language processing, and cloud computing. Recognized for strong stakeholder communication, analytical thinking, and ability to deliver high-impact products in dynamic environments.

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**PRODUCT OWNER**

Project Management Institute –. (Remote employee - Florida)

November 2024 – April 2025 (Contract)

As the Product Owner for the PMP Certification Update, I lead the strategic development and execution of the certification’s evolution to ensure it stays relevant and aligned with the latest industry standards, emerging methodologies, and best practices. In this role, I handle managing the entire lifecycle of the certification update process, from gathering insights and defining requirements to ensuring successful delivery.

Key Achievements:

* + Spearheaded the alignment of the PMP certification with the latest trends in Agile and hybrid project management methodologies.
	+ Led the development and launch of AI-driven application review platform using NLP and machine learning, increasing support automation by 60% and reducing average response time by 40%.
	+ Led the collaboration between PMI representatives and subject matter experts to ensure the content was both industry-relevant and globally applicable.
	+ Defined product vision, roadmap, and KPIs in collaboration with engineering, data science, and UX teams.
	+ Conducted competitive analysis and market research to identify new product opportunities.
	+ Managed backlog and sprint planning in a scaled Agile environment using Jira and Confluence.
	+ Built strong relationships with enterprise clients and key stakeholders, ensuring product alignment with business needs.

Key Responsibilities:

* + Certification Strategy & Roadmap: Define and drive the roadmap for PMP certification updates, ensuring alignment with industry trends and global standards.
	+ Collaboration: Work closely with cross-functional teams, including SMEs, instructional designers, and psychometricians, to develop and refine certification content.
	+ Requirements & Execution: Oversee the creation of requirements and manage the iterative development of the certification update in an Agile environment.
	+ Market Insights: Leverage feedback and data from PMP holders and stakeholders to inform decisions and enhance the certification’s value.
	+ Continuous Improvement: Drive improvements to the certification process, enhancing efficiency, accuracy, and relevance.
	+ Stakeholder Communication: Serve as the primary point of contact for PMP certification updates, ensuring transparency and alignment with stakeholders.

**SENIOR PRODUCT OWNER**

ASCEND LEARNING LLC – LEAWOOD KS 66211. (Remote employee - Florida)

July 2021 – August 2024

Led a team of 7 working closely with both internal and external representatives to implement and optimize the use of various IT solutions within the business ecosystem to improve business operations.

Collaborated closely with internal stakeholders and external partners to define product vision, shape roadmaps, and ensure alignment with strategic objectives. Actively participated in planning sessions with senior leadership to translate high-level goals into actionable product initiatives, ensuring the voice of the business was embedded throughout the product development lifecycle.

Owned and prioritized product features and user stories in alignment with business needs, driving the Agile process through backlog grooming, story refinement, sprint planning, daily stand-ups, reviews, and retrospectives. Maintained a continuously refined product backlog to maximize team velocity and value delivery. Proactively removed blockers and escalated issues to maintain momentum, while regularly demoing completed functionality to stakeholders for feedback and iteration.

**Goals and Highlights:**

Senior Product Owner on key projects for sales, marketing and operations automation. Lead the project from requirements and analysis to end user training and go live support. In constant communication with the business stakeholders on improving operations, gathering requirements, facilitating visibility of the projects in Jira, communicating requirements the development team and driving the project to the deployment and post go live support stages. Projects include:

* Collaborated with cross-functional teams to integrate AI models into enterprise CRM platforms for predictive sales analytics.
* Led customer discovery sessions and usability testing to improve product adoption and satisfaction.
* Managed the product lifecycle process from concept to delivery for course and certification products. (New and Existing).
* Implemented KPIs and analytics dashboards to monitor product usage and inform future enhancements.
* Develop Go to Market strategies, market research and pricing development.
* Moving from Dynamics CRM on premise to the online version.
* Optimize Lead to Order Retail Process for Sales Operations
* Implemented a B2B Lead Management Process to facilitate the sales process with B2B customers.
* Implemented the Case Management and Knowledge Based Management functionalities for the Operations Department.
* Implemented optimizations for CRM integrations with HubSpot, to mirror Sales Processes and Marketing opportunities.
* Implemented optimizations for CRM integrations with Analytics (Tableau) and Accounting (Dynamics GP)
* Created analytical reporting for Sales, Operations and Marketing using Power BI and trained the users on creating and modifying reports.
* Implementation of Magento E-Commerce shopping cart functionality for Retail sales and it’s flow of data to CRM.
* Implementation of a Customer Self Service portal to enhance customer experience.
* Implementation of a call centre solution (Five9) to allow for enhanced customer interaction for both Sales and Operations.

**Key Responsibilities and Functions:**

Oversaw agile teams to define the product vision, strategy, roadmap and feature definition to deliver course and certification content for the National Academy of Sports Medicine (NASM)

* Leveraged agile methodologies to launch 5 new products, contributing to a 140% revenue increase in Q1 2022.
* Conducted competitive analysis, identified opportunities and spearheaded the development of a new customer portal with 85% usage in the first month.
* Led a cross-functional team of 7 to ensure product visions aligned with business objectives, improving project delivery rate by 35%.
* Led the introduction of Microsoft Copilot AI for Dynamics 365, Teams and Outlook, for the Sales and Operations departments. Leading to response times to customer responses reducing by 5 secs per message.
* Implemented a strategic roadmap for comprehensive product portfolio, resulting in 30% improved customer satisfaction scores.
* Designed engaging user experiences, contributing to a 20% increase in daily active users.
* Successfully completed a market analysis project indicating profitable new consumer trends to capitalize on.
* Advised on potential improvements from customer feedback, resulting in 15% increase in product ratings on online platforms.
* Reduced marketing costs by 15% by developing customer segmentation and targeting strategy.
* Assisted with product rollouts, which resulted in 20% increase in sales for the FY 2023.

Develop strategy to best leverage the Microsoft Dynamics 365 CRM platform. Focusing primarily on the Customer Engagement modules (Sales, Customer Service and Marketing) and secondarily on Finance and Operations.

Analyse, document, prioritize, schedule, demo and support the customers software package.

Documented all business process flows that are being dynamically updated as updates and changes are made with each project.

* Led the development and optimization of the Business Process solutions for all the projects listed above.
* In moving from On Premise to the Cloud assisted in building the strategy and prioritizing the features to get there. Together with the moving of the data, advised the business on best practices and enhancements to current processes to the update their Retail Lead flow and creation of new processes for the Business-to-Business Lead management and Operations Department Case Management.
* Facilitated the short- and long-term objectives using the scrum methodology with visibility shown in Jira, while in constant communication with stakeholders and the development teams to drive the objectives to completion. Complete project time 9 months completed in 2021.
* Implementation of the new and updated processes resulted in the following:
	+ 18% increase in Retail lead conversion in 2022 and 24% increase in 2023.
	+ 35% increase in B2B Lead conversion in 2022 and a further 16% increase in 2023.
	+ Customer support process was able to be recorded in CRM, related to the relevant Order or Product, leading to 17% increase in support resolution in 2022 and a further 12% in 2023.
	+ The enhancements allowed specific data points previously not there, to be used by the analytics team to further drive business and marketing decisions.
	+ Allowed the Operations team to manage and access their knowledge articles within Dynamics which then saved time from switching between windows.
* Led the development and optimization of the HubSpot solution integrating to CRM and creating automation that allowed for:
	+ Lead management and its relationship to Orders and products.
	+ This led to filtered and suppressed marketing lists that will send automated emails and marketing content to the customers.
	+ This led to a 13% increase in new and returned customer purchases between 2021 and 2022.
	+ Advised and customized further automation and filtered lists for new products and datapoints added as the Sales process updated over time.
	+ Constantly updated HubSpot to reflect the sales processes of the CRM environment and reflect the Marketing opportunities desired by the business.
	+ Created and Updated dashboard and reports in HubSpot so give real time data to users (from reps to managers) so decisions can be made as quickly as possible.
* Documented end user manuals for every project.
* Demoed and trained the stakeholders (or specific users) on any new or changing functionality in the CRM environment.

Led the research and decision making for implementing a Customer Self Service Portal, Magento E-Commerce shopping cart, and Call Centre solution functionality.

* Documented new and updated business process changes.
* Documented requirements prioritized the work and designed the timelines for completion.
* Communicated consistently between business stakeholders and development teams to drive projects to completion.
* Facilitated issue reports from testing to be prioritized and triaged both pre and post project completion.
* The Customer Self Service Portal introduced new functionality allowing customers to manage their loan payments as well as manage their credit cards vaulted for said loans.
* The Magento E-Commerce shopping cart was a replacement project that now allowed for a reduced checkout process from an average 5 min process to an average 3 min process, then resulting in keeping customer engagement to Order placement.
* The Five9 call centre implementation is the first of its kind for NASM and allowed the users quick and convenient access to the customer information and all related activities in CRM. Creating a call or email communication at the click of a button. Overall enhancing the speed and information at hand for the user to customer interaction.
* Worked with the Marketing and Analytics teams to implement updates to the integrations so the data collected by these solutions and how they work with Dynamics CRM can be used for their reporting.
* Provide internal support to have technical issues resolved for cross-functional teams. Extensive use of Agile Methodology with strong implementation of SCRUM Teams.

**FUNCTIONAL CONSULTANT / SENIOR BUSINESS ANALYST**

DAVYN LIMITED – MICROSOFT PARTNER COMPANY IN TRINIDAD AND TOBAGO.

October 2016 - June 2021

Working closely with both internal and external representatives to implement and optimize the use of the Dynamics 365 CRM and Power Platform to improve business operations.

Client sectors include with various local, regional, and international clients in the; Banking, Retail, Manufacturing and Tenant Management industries to name a few.

**Goals and Highlights:**

Lead Resource on key projects for regional and local clients implementing sales automation on Dynamics 365. Lead the project from requirements and analysis to end user training and go live support. The clients include:

* Major International Clothing Company based in Barbados.
* Major Regional Bank based in Barbados.
* Oil and Gas Supply Company in Jamaica.
* Several Manufacturing and Distribution Companies in Trinidad.

Successfully led the enterprise-wide transition of DAVYN to Agile methodologies, establishing Agile best practices, coaching cross-functional teams, and embedding Agile principles into the project delivery framework to enhance collaboration, transparency, and time-to-value.

Spearheaded the adoption of Agile within the CRM team, leading the delivery of Microsoft Dynamics 365-based solutions that aligned with client goals and business needs. Oversaw end-to-end product development processes, including backlog management, sprint planning, and stakeholder engagement, ensuring consistent delivery of high-quality features and improved customer satisfaction.

**Key Responsibilities and Functions:**

Develop strategy to best leverage the Microsoft Dynamics 365 CRM platform.

 Implement, integrate, document, customize, configure, train, and support the customers software package.

* Developed and Optimized the Business Process solutions for several of the projects.
* Update a clients Business Process Flow with real time automated notifications that speed up the time of an approval process for a sales order by 30%.
* Created automation within the Business Process to allow for easier transitions via data movement and notifications.
* Integrated data to and from ERP solutions for several retail companies optimizing mobile sales orders to transactions from an 8-minute process to a 3-minute process.
* Documented end user manuals for every project manually and using the Click Learn tool.
* Trained end users both on site and virtually. Several times being on hand to walk through an issue immediately online or go to the client’s site to address the issue.

Consult with clients in multiple industries to gather requirements and provide customized solutions.

* Built a custom Tenant Management solution within Microsoft Dynamics CRM Sales Module to manage customer rentals for shopping malls. Including managing the tenants, client documents and billing information and calculations for a rapidly expanding practice. This in turn made their billing cycle 40% more efficient than system used before.
* Created canvas apps within a model driven app for a Banking solution that allowed for easier filtering of records specific to an Opportunity and real time calculations for their Funding, Components and Contracts functionalities, thus making the users interface easier and decreasing calculation time by 50%.

Provide internal support and resolve technical issues for cross-functional teams.

Worked with the Sales Team to custom design and present several demo presentations to clients successfully leading to new business. Extensive use of Agile Methodology with strong implementation of SCRUM Teams.

**Key Technical Experience:**

Extensive knowledge of configuring and customizing of D365 and the Power Platform including Canvas Apps.

Attention to detail when testing solutions, including creation of test scripts and feedback.

Built custom reports using Power BI and Fetch XML Statements.

Utilizing Integration tools such as SmartConnect and KingswaySoft to connect data between ERP and CRM solutions.

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* Certified SAFE 5 Product Owner / Product Manager
* Certified Product Manager – AIPMM
* Azure AI Fundamentals – Microsoft
* Pragmatic Institute certified PCM Level II and III (Product Management and Marketing)
* Certified Scrum Product Owner (CSPO, 2021)
* Microsoft Certified: Dynamics 365 + Power Platform Solution Architect Expert.
* Microsoft Certified: Dynamics 365 Sales Functional Consultant Associate.
* MB-600 Dynamics 365 + Power Platform Solution Architect.
* MB-200 Microsoft Power Platform + Dynamics 365 Core.
* MB-210 Microsoft Dynamics 365 for Sales.
* Exam 716: Microsoft Dynamics 365 Customization and Configuration.

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* **Product Management:** Market Research & Competitive Analysis, Product Strategy and Roadmapping, Agile/SCRUM Methodologies, Customer Journey Mapping & UX Collaboration, A/B Testing.
* **Technologies:** JIRA, Confluence, Trello, Microsoft Dynamics 365: CRM, Customer Engagement, Finance and Operations, Power Apps, Power Platform tools, Dev Ops, Microsoft Azure, Amazon Web Service.
* **Analytical Tools:** Microsoft Dynamics Power BI, Google Analytics, Tableau
* **User Experience:** Wireframe Tools (Sketch, Figma), User Research, Usability Testing, Design Thinking, Rapid Prototyping, Customer Journey Mapping

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**MBA GRADUATE WITH SPECIALIZED ELECTIVES IN LEADERSHIP, PROJECT MANAGEMENT & INNOVATION.**

ANGLIA RUSKIN UNIVERSITY THROUGH SAM CARIBBEAN LTD UNIVERSITY.

2015 - 2017

**ENGINEERING BACHELOR OF SCIENCE IN MANUFACTURING AND DESIGN ENGINEERING.**

THE UNIVERSITY OF TRINIDAD AND TOBAGO (UTT)

2008 - 2012

**FULL CERTIFICATES IN: CAPE, GCE AND CXC.**

ST. MARY'S COLLEGE

1999 - 2006

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* Represented competitive Soccer teams at various levels (Junior to Senior).
* Involved in CrossFit.
* Involved in various hiking and outdoor adventure groups.
* Involved in various charity groups and food drives.
* A mentor in the Big Brother Big Sister program for the HEROS Foundation.