

ARUSH SHARMA

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Learning-focused professional with 4 years of experience in driving new product development, project management, growth, and strategy planning, scoping business requirements, and functional specifications to translate customer and business needs into tangible products.



MBA in International Business from MDI Gurgaon. Utilizing my strengths in Product Management, User & Market Research, People Management & Nurturing Stakeholder Relationships to deliver business value.

IDFC FIRST BANK

October'20-Present

India's fastest growing bank focusing on the next billion users consisting of next-gen Consumers and Entrepreneurs

Product Manager

- Translating business needs into detailed feature requirements and driving programs from **concept to implementation**.
- Engaging & collaborating with multiple **cross-functional stakeholders** across tech and non-tech teams
- Designing user journeys, owning **product vision & strategy**, defining roadmap to build seamless Digital Banking Platforms
- Building **effective customer feedback channels** at various touchpoints to enhance customer journeys and experience
- Leading **process enhancements & deep dives** to analyze & fix gaps in processes to **improve efficiency & plug-in leakages**
- Enhanced & streamlined business processes using data analytics to increase **Digital Loans** penetration by **~32%**
- Performed **A/B testing** of outbound voice-based campaigns to improve conversion by **~20%** & reduce cost by **over 40%**
- Conceptualized & launched **WhatsApp Personal Loan journey** realizing **INR 9.5 MM** in revenue within the first week of launch

COGNIHAB – KOMPANIONS

Contract - June'20-September'20 (4 Months)

VR, AR & MR based tech. startup, single largest producer of intelligent, interactive & immersive learning experiences globally

Product Manager – Virtual Reality

- Created **Virtual Reality** based clinically validated digital **healthcare solutions** for various chronic mental & physical ailments
- Led a team of developers, designers, QA, and tech. lead to shape a cohesive, creative, and innovative vision & strategy
- Conducted **user research** to analyze **product-market fit** and product's effectiveness, making users part of dev. process

Translated VR prototypes into end-products through market research, ideation & iterative development

WIPRO (SUMMER INTERNSHIP)

April'19-May'19 (2 Months)

World's leading information technology, consulting, and business process services company serving clients across 6 continents

Pre-Sales Consultant, Process Mining & Robotic Process Automation

- Process re-engineering using **Process Mining** techniques to transform process discovery and accelerate process improvement
- Designed an **evaluation framework for benchmarking** 5 largest global vendors using primary and secondary research
- Prepared an **RFP** for hyper-automation of an Order to Cash process for a European manufacturing giant

Signed an SLA for €53,000 with world's largest Process Mining vendors from Germany

JUNGLEWORKS

May'17-July'18 (15 Months)

Startup with clients in 160+ countries providing SaaS technology services catering to entrepreneurs & Small-Medium Businesses

Software Engineer, Project Development

- Led a cross-functional team of developers while practicing agile software practices for **Inc-500** client Scopeworker
- Executed full-stack web development projects being responsible for **client interactions, scoping & requirement analysis**
- Worked heavily with the Product manager on product design, road-mapping, user stories, and growth strategies

Built a robust ERP platform for Telecom Cos. clocking \$1M+ revenue within 3 months of launch.

Performed multiple roles as a Team Lead, Software Developer & UX designer.

BANK OF NEW YORK MELLON

June' 15-April'17 (22 Months)

One of the world's first financial institutions and presently the world's largest custodian bank and asset servicing company

Analyst, Applications Developer

- Facilitated **digital transformation** by creating RFID-based Document Management System to cater needs of the US govt.
- Responsible for conceptualization and delivery of comprehensive end-to-end web and hybrid mobile app development
- Certified **Financial Market Professional** in the specialty of Security industry by Bank of New York Mellon

Implemented POC for DMS for the US government which received funding of \$120,000

Received WOW award & got the highest increment of ~40% amongst 350+ on-job trainees

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ACADEMIC QUALIFICATIONS

MBA (International Business)

GPA: 7.10/10 | 2018 - 2020

Management Development Institute (MDI), Gurgaon

Bachelors of Engineering (Electronics & Communication)

GPA: 7.12/10 | 2011 - 2015

Chitkara University

ACADEMIC QUALIFICATIONS

ANALYTICS & DATA

Tableau | Microsoft Office Suite (Excel, PowerPoint, Word) | SQL | Jenkins | Confluence

PROGRAMMING

JavaScript | AngularJS | NodeJS | jQuery | HTML5 | CSS/SASS | Core Java | Git

PRODUCT MGMT.

Prototyping/wireframing/mockups | Balsamiq | User Personas | Product road-mapping | JIRA

+ DESIGN

Salesforce | Agile Project Management | Stakeholder Management

PROFESSIONAL CERTIFICATIONS

- **Lean Six Sigma Green Belt – KPMG** [2018]
 - Driving business productivity & efficiency by eliminating waste & reducing process variations using DMAIC methodology
- **Data Visualization with Tableau Specialization – University of California, Davis** [2019]
 - Creating powerful reports and dashboards that help with data-based decision making to create high-impact visualizations
- **Software Product Management Specialization – University of Alberta, Canada** [2020]
 - **Lean & agile** practices to articulate needs; plan roadmaps, coordinate dev. process; oversee iterative **product lifecycle**
- **Google's Project Management Certification – Google** [2021]
 - Practicing **Agile project management**, with an emphasis on Scrum; Creating risk & process improvement plans
 - Strategic communication, problem-solving, and stakeholder management by managing escalations & team dynamics

BUSINESS EVENTS

Event	Achievement	Description	Year
Google Case Challenge	India's North Zone Winner	Formulated GTM strategy, market opportunity, and financial recommendations to grow smart home penetration in India	2019
Entrepid '19, IIM Lucknow	National Winner	Entrepreneurship Business plan case study competition	2019
Media Maestros, FMS Delhi	National Winner	Media Relations and pitching competition	2019
Stratix, MDI Gurgaon	National Winner	Consulting case study competition	2019
Shastra, IIFT Delhi	All India Finalist	Event tested knowledge in various business domains	2019

Volunteer Experience

SKILLS4CHANGE (NGO)	<ul style="list-style-type: none">• Create Awareness & Find Gaps in Plastic Recycling [2018]<ul style="list-style-type: none">- Collected primary research data regarding PET bottle (segregation, disposal, recycling)- Spread awareness regarding PET recycle by connecting with multiple corporates in NCR- Found gaps & roles played by stakeholders & recommended solutions to Gurgaon MC	8 Weeks
Children's Future India (NGO)	<ul style="list-style-type: none">• Worked for welfare of underprivileged children among tribal, slum & rural populace [2016-2017] enabling them to maximize their potential & facilitate growth through education	[2016-2017]
Make A Difference (NGO)	<ul style="list-style-type: none">• Strategist - Foundational Programme [August 2018 – Present]<ul style="list-style-type: none">- Designed & led sessions related to Career, Health and Hygiene & Computer Skills- Led recruitment inducting 100+ volunteers for multiple programs alongside City Managers	[August 2018 – Present]

EXTRACURRICULAR ACTIVITIES

- Awarded to be among **India's top 50 most employable MBA graduates** across Business Schools in India by InsideliIM [2020]
- Active volunteer for **MAD & CFI**, NGO's which empowers children from rural areas through education and sports [2017]
- Chartered a new **Toastmasters International club**, served as its Treasurer, and completed 4/10 projects [2016]
- **Secured first position** in La Persona, a debate competition held at NIT Jalandhar's annual cultural fest 'Utkansh-2014' [2014]

INTERESTS

- **Snooker** – State level snooker player; Actively play and organize tournaments
- **Reading** - Voracious reader, like to read non-fiction books, articles, and blogs online on a diverse range of topics