

Akanksha Yadav

Sr Manager, Product Management

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PROFILE

Seasoned product leader with 18+ years of experience spearheading consumer digital products, SaaS platforms, and enterprise transformations. Proven track record in building and scaling cross-functional product teams, driving 0-to-1 innovation and multi-product portfolio growth that serves 45M+ users and generates multi-million-dollar revenue. Expert at aligning product vision with business strategy, leveraging data-driven decisions, and leading large initiatives across UX, engineering, marketing, and operations. Passionate about driving customer acquisition, engagement, retention, and monetization in retail, fintech, and subscription models.

WORK EXPERIENCE

Sr Manager, Product Management (Acting Director)

2022/04 – present
Dallas, USA

7-Eleven Digital

- Built and lead a product team of 3 PMs and 1 business analyst to launch the 7-Eleven Gold Pass subscription from concept to market (0 to 1), delivering multi-million dollar business impact.
- Directed the consolidation and launch of a redesigned mobile app (v4.X) unifying 3 customer-facing apps, enhancing the digital e-commerce experience for 45M customers, driving a 15% increase in loyalty customer transactions within a quarter.
- Owned pricing strategy through rigorous market and conjoint analysis, optimizing subscription monetization and product-market fit.
- Designed and launched a loyalty program driving measurable growth, retention, and digital adoption; led CRM and promotion strategies including punch card campaigns, achieving 10% signup growth.
- Expanded fuel price lock feature nationally across 2,000 stores, resulting in a 20% increase in mobile activations and 10% uplift in average sales per day.
- Led cross-functional teams (UX, engineering, marketing) to prioritize high-value features and improve product development efficiency.
- Managed consumer app portfolio, departmental budget and resources, ensuring alignment with strategic goals.

Sr Product Manager

2021/11 – 2022/03
Remote, USA

TJX Companies Inc

- Directed platform modernization for the Buyer tools ecosystem across 4 countries, leading 4 Product Owners within Agile Scrum to deliver new deal collaboration features from the ground up.
- Boosted revenue by 14% through price-point optimization and strategic roadmap alignment.
- Collaborated with global merchandising and business stakeholders to prioritize portfolio backlog and build lean business cases.

Digital Product Owner

2019/04 – 2021/11
Boston, USA

MassMutual Life Insurance Company

- Delivered a modern self-service platform for 10,000 financial advisors, reducing support calls by 30%, driving cost savings, and enhancing advisor-client experience.
- Ran usability studies and implemented self-service digital capabilities, improving customer engagement by 48%.

Digital Product Owner

2018/07 – 2019/04
Boston, USA

John Hancock

- Supported Vitality wellness program integrations, enhancing wearable-based digital wellness engagement.

Senior Business Consultant

2014/09 – 2018/07
Webster, USA

IBM

Clients - MAPFRE Insurance, SWISS Re Insurance

- Generated \$5M net new revenue by expanding insurance digital product markets.

- Led redesign of B2C insurance website using human-centered design, increasing lead generation by 54%.
- Enhanced product offering (additional coverage) with opt-out strategy to existing auto customers leading to new customer acquisition and improved sales.

Senior Business Analyst

CGI

2011/12 – 2014/08
Toronto, Canada

- Led RPA solution development, saving \$1M underwriting costs and improving KPIs by 30%.
- Led legacy system modernization as part of digital transformation strategy to replace and decommission legacy applications with new and improved product.
- Facilitated requirements elicitation through interviewing and business engagement workshops with geographically distributed cross functional stakeholders.
- Formalized process for cost estimation for new projects and derived project schedule and timeline.

Business Analyst/Sr Software Engineer

Infosys Ltd.

2007/11 – 2011/12
Bangalore, USA

- Elicited and Scoped requirements, Conceptualized solution, prioritized, validated, and tracked Business requirements, created Business use case and Swim lane diagrams following waterfall methodology of SDLC.
- Built knowledge repository of new product including but not limiting to Business Process flow diagram, Product Requirement Documentation (PRD), Product specifications, user guide and Data dictionary
- Designed wireframes and built prototype for new product and successfully pitched idea to leadership.
- Created SQL queries to identify data to investigate and debug programs to solve and fix code issues.

EDUCATION

MBA

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS
Graduated CUM LAUDE 3.71 (out of 4) in Entrepreneurship

2018/01 – 2020/05
Wellesley, USA

Bachelor of Engineering in Electronics and Telecommunication

Bhilai Institute of Technology

Bachelor of Engineering in Electronics and Telecommunication/ Earned 83.4% /B.E Honors

2003/06 – 2007/05
India

Yoga (RYT200)

Rishikesh Yoga School

SKILLS

User Research

A/B testing, Usability Testing, Competitive analysis, Market Research, Diary study using Maze, Conjoint Analysis

Design/UX

Wireframes and Prototyping using Figma, Balsamiq, Miro, Zeplin, Invision, Visio

Product Management Strategy

Roadmap, GTM, Customer Journey, VOC, Survey (Medallia), Business Case, CRM, data.ai

Technical and Analytical Skills

SQL, Google Analytics, Google Ads, APIs (Postman), Mobile analytics (Mixpanel), HTML, Tableau, Power BI, Django

Soft Skills

Negotiation, Data Driven Decision Making, Team development, Problem Solving, Analytical mindset, Prioritization, Stakeholder management

Native Mobile App & Web Product Development

Agile, SCRUM, Jira, Confluence, Android and iOS, App release management, system design, API

AWARDS

Award for Agility, Development, Inclusion and Leading Others in Q3 3 2020
by CEO MM

Digital award 7EE 2024
7Eleven

Received Talent Award in IBM for client success and best performance (April 2018)

Received Client Award (RGA) for initiative, leadership skill and collaboration (March 2014)

Best Team player Award for Year 2012 Q3 and Pegasus Award for best performer at CGI (Jan 2013).

CERTIFICATES

PMP	SAFe® 5 Product Owner/Product Manager	Google Analytics
Google Ads	(POPM)	
	FLMI	

CORE COMPETENCIES

- Core Competencies
- Strategic Leadership & Vision
 - Product Portfolio Strategy & Roadmaps
 - Cross-Functional Team Building & Mentorship
 - Data-Driven Decision Making & Analytics
 - Subscription & Loyalty Monetization
 - Agile Product Development & Scrum Leadership
 - Market Research & Customer Insights
 - Budget & Resource Management
 - Stakeholder & Executive Communication