Akanksha Yadav

Sr Digital Product Manager

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🧠 Skills

User Research ● ● ● ● ○
A/B testing (Split testing), Usability Testing (Maze), Competitive analysis, Market Research

Design/UX ● ● ● ● ●
Wireframes and Prototyping using Figma, Balsamiq, Miro, Zeplin, Invision, Visio

Product Management Startegy ● ● ● ● ○
Roadmap, Customer Journey, VOC, Survey (Medallia)

Technical Skills ● ● ● ● ○
SQL, Google Analytics, Google Ads, APIs (Postman), Mobile analytics (Mixpanel), HTML, Tableau

Soft Skills ● ● ● ● ●
Negotiation, Decision Making, Team building, Problem Solving, Analytical mindset, Prioritization, Stakeholder management

Native Mobile App & Web Product Development ● ● ● ● ●
Agile, SCRUM, Jira, Confluence, Android and iOS, App release management

📇 Profile

Akanksha is a product enthusiast with more than a decade and half of experience in agile product development of web and mobile apps. Led product development of new and improved platform (PaaS) and software (SaaS) leveraging modern digital technologies and strategic APIs encouraging customers to adopt innovative digital products, enhancing customer experience and improving triple bottom line. Relishes working at the intersection of business, technology and design to define product roadmap and support product lifecycle using iterative and agile methodologies. Customer obsessed and passionate about solving complex problems and driving cross-functional teams in dynamic environments.

💼 Professional Experience

Apr 2022 – present	**Senior Product Manager - Consumer Team,** *7-Eleven*	Remote, USA

- Lead a team of Product owners while building B2C digital product supporting 7-Eleven customer base (45M)
- Define and contribute to product vision, strategy and roadmap for 7-11 one mobile app consolidating three customer facing apps (MCO, Delivery and Fuel) into one mobile experience
- Improved customer growth and retention through digital adoption of 4.x Fuel, Car wash, Electric Vehicle experience in mobile app and enhanced customer experience in current 7-11 mobile app (3.X)
- Strategically designed promotions in mobile app which led to increase in customers driving to the store.
- Launched punch card promo (Buy 4, get 1 free) on app leading to 10% increase in mobile transaction

Nov 2021 – Mar 2022	**Product Manager,** *TJX Companies Inc*	Remote, United States

Product Manager, *TJX Companies Inc*
- Created and managed end to end platform modernization roadmap and strategy for Buyer tools ecosystem working with global Merchandizing teams spread across 4 countries (US, Canada, UK and India)
- Managed 3 Product Owners, lead development of Deal collaboration platform for Buyers and Vendors from scratch, prioritize features across 5 scrum teams
- Implemented changes in retail price points (GBP, Euro and zloty) for products which increased applicable revenues by 14%
- Launched Self servicing reporting capability using Business Intelligence platform which led to saving time and improved productivity
- Collaborate with stakeholders to build Lean business case, intake requirements and prioritize features (WSJF), roadmap and refine the product backlog

Apr 2019 – Nov 2021 **Digital Product Manager,** *MassMutual Life Insurance Company* Boston, USA
- Launched a new reimagined modern platform for 10k financial advisors with enhanced digital, self servicing capabilities which reduced strain on customer service representative call volume by 30%, led to significant cost savings and improved advisor/client relationship
- Designed and Lead 3 usability studies with more than 30 people participating.
- Introduced Launch darkly Feature toggle from ground up- enabled release flexibility, releasing burden on development teams by empowering product owners in release strategy and enabled target release to specific internal users segments
- Spearheaded user and market research and development initiative to promote culture of innovation and growth mindset
- Utilized design thinking to come up with a digital product idea and managed from inception through EA launch which was projected to add revenue growth 10%
- Improved customer engagement by 48% by implementing self-service digital capabilities for participants and plan sponsors in a new strategic B2C and B2B web portal

Jul 2018 – Apr 2019 **Digital Product Owner,** *John Hancock* Boston, USA
- Implemented single, integrated digital platform for Life customers with a vision to digitize operations as part of digital transformation with offerings ranging from John Hancock Vitality to the financial advice app Twine.
- Elicited requirements, created user stories in Rally, conducted competitive analysis and took data driven decisions to support Vitality wellness program.
- Integrated customer feedback into product features, leverage google analytics to track customer behavior, ROI.

Sep 2014 – Jul 2018 **Senior Business Consultant,** *IBM* Webster, USA
- Supported top line growth by generating $5M of net new revenue by expanding to new markets for an auto insurer.
- Redesigned B2C website using human centered design increasing customer stickiness in the website, increasing online lead generation by 54%.
- Focus on friction free, easy to use product platforms to solve customer issues and enhance online experience.
- Enhanced product to provide additional coverage with opt-out strategy to existing auto customers which allowed the company to acquire new customers and improved sales by 20%.
- Manage product business cases to identify product value propositions, define unique customer experience specifications and craft marketing strategy to enhance customer adoption level by 40%.
- Elicited requirements for a new product development, defined epics, user stories, collaborated and communicated with cross functional stakeholders.

| Dec 2011 – Aug 2014 | **Senior Business Analyst,** *CGI* | Toronto, Canada |

- Led product team of 5 engineers and testers to develop an RPA solution to allow STP of customer applications based on risk assessment which saved ~ $1M in underwriting costs and improved KPI 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.

| Nov 2007 – Dec 2011 | **Business Analyst,** *Infosys Ltd.* | 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.
- Partner with analytics to gather and evaluate data KPIs to help influence future website improvements and software development.
- 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.
- Create SQL queries to identify data to investigate and debug programs to solve and fix code issues.

🎓 Education

| Jan 2018 – May 2020 | **MBA,** | Wellesley, USA |

BABSON COLLEGE, F.W. OLIN GRADUATE SCHOOL OF BUSINESS
Graduated CUM LAUDE 3.71 (out of 4) in Entrepreneurship
Babson Arts Club, Director of Events
Babson India Symposium coordinator

| Jun 2003 – May 2007 | **Bachelor of Engineering in Electronics and Telecommunication,** *Bhilai Institute of Technology* | Durg, India |

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

🎗 Certificates

PMP

Google Analytics

FLMI

SAFe® 5 Product Owner/Product Manager *(POPM)*

Google Ads

🏅 Awards

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

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).

🎻 Interests

Yoga, Painting, Traveling and Movies