**[Product Development Management](https://www.postjobfree.com/resume/adyrqj/product-development-alpharetta-ga)**

**Location:**Alpharetta, GA, 30009

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**Resume:**

Gaurav Mahajan

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Digital Transformations II Product Development & Management II Product Strategy

“Passionate about creating digital solutions and products from Ideation -to- Launch, by seamlessly connecting people, process, and technology.” PROFESSIONAL ME IN A NUTSHELL

● Digital Transformations

- I have worked across geographies with Fortune 500 companies and have led the execution of business-critical digital transformations in retail, travel/hospitality, finance and utility domains.

- Have got hands-on experience in simplifying the nuances of mapping Business Goals to Product Roadmaps and/ or Business Requirements for the solution teams.

Key Clients

Delta Airlines (US), The Home Depot (US), National Grid (UK), RBC Bank (Canada), PNC Bank (US), Kraft Heinz (US), Vantiv Payments (US), rue 21 (US)

● Product Management

- I have expert level experience of defining product strategies for digital commerce products and then developing them through a test-driven approach to minimize waste.

- I understand the complete eco-system of developing and managing an ecommerce product/platform. Right from UX, to backend technology stack, to third party integrations. Therefore, I can talk strategy with the CXO and then run it with the dev teams to get it implemented and get the product / features tested before full scale rollout. Key Products

Ecommerce Platform - Skava (SaaS-AWS-Microservices based Ecommerce product), IBM Sterling OMS (Commerce) Customer Experience - Delta.com, The Home Depot’s Special Services In store Application, papajohns.com, rue21.com, Vantiv native apps, Kraft heinz brand sites

● Program Management

- I’m a people person, with a strong track record of successfully building and leading cross functional & cross-cultural product and solution teams, while executing multiple high visibility and strategic products and initiatives from ideation-to-launch.

- Have got extensive experience of mentoring product / project teams across various delivery methodologies (SCRUM, Kanban, Waterfall).

Tools & Technology knowledge

Tools - Jira, Confluence, MS Project and office suite, Smartsheets, Visio, Figma, AEM, GA, GTM, Google Optimize, Tableau. Technology – AWS, GCP, Restful APIs, Microservices architecture, Single page Web/ App development (React/ Angular), Java, JS, HTML, CSS, SQL.

EXPERIENCE

Papa Johns International – Atlanta, US Aug 2021 – Jun 2023 Principal Product Manager (Growth) - Digital Customer Experience (Reporting into VP of Digital )

(> 2M weekly transactions / > $50M weekly revenue/ 12M budget/ Led 25+ member team)

● I led and managed papajophns.com, papa johns native Apps (ios & Android), Voice Channel, Payments and Promotions. Key Responsibilities

● Planning and execution of product strategy across the portfolio of Digital and Voice channels.

● Resourcing and Budgeting projects while working with Finance, PMO, Engineering and marketing teams.

● Carrying out market research, competitor analysis and ROI assessment. Consolidating those into the business case for Growth initiatives and presenting them for budget approval to the Executive Leadership..

● Co-authoring and optimizing the PI planning process and customizing the quarterly planning based on Papa Johns Executive stage gate process.

● Managing large programs end-to-end, from discovery - to - implementation - to - launch.

● Mentoring Product Owners for individual channels and conducting weekly product backlog reviews to prioritize channel optimizations.

● Coordinating regularly with internal teams (UX, A/B testing, Analytics, Engineering, Marketing, Operations, Legal) and external stakeholders ( Software vendors, BPO vendors, Staffing agencies) to encourage greater transparency and alignment on the product roadmap.

Key Projects Led & Results

● Make it Right initiative to bring down customer churn and improve store operations CSAT. Led to 11.4% reduction in churn, 7% increase in customers’ buying propensity and 18% increase in CSAT.

● Early Access Menu loyalty initiative to offer new products early to the Papa Rewards members. Led to 17% increase in member sign up/ qtr. 11% increase in conversion during the 1st week of new product launch.

● Conversational Voice AI Proof of concept implementation across 60 stores for the Voice channel, with 3rd party AI vendors. Led to 8% increase in the gross margin/ store, 54% reduction in call volume and 23% reduction Avg Handle Time for call centers.

● New Call center Agent Experience design/development and launch across 110 stores. Observed 13% reduction in AHT.

● Homepage and Checkout redesign to increase upsell. Led to an uptick of 14% to the AOV/ ticket. Skava (SaaS- Cloud- Microservices based Ecommerce product) - Atlanta, US Apr 2016 – Jul 2021 Product Leader - Client Delivery (Reporting into SVP Product / Client Delivery)

($21M revenue generation/ Led the P&L of a 28-member product and delivery team)

● Led the team of world class Product Managers, Dev Engineers, QE and Program Managers to preserve Skava's vision of building digital eCommerce experience for large retailers in the US and globally.

● Skava’s Ecommerce SaaS suite included services like Catalog & Inventory Management, Cart & Checkout, Order management, User, Recommendations Engine, Search, Wishlist and Front end react based studio to support multiple high impact digital initiatives for Fortune 100 companies across Retail, Auto and Financial domains. Key Products & Clients Managed

● Led the discovery, design and implemented the ship-from-store functionality for rue21.com that resulted in an NPS of 38% for deliveries, speeding up of deliveries by 64%, and a revenue increase of 28% across the 100 participating stores. [Pittsburgh, PA]

● Led the re-design and launch of Kraft-Heinz Company’s largest B2C digital channel myfoodandfamily.com resulting in the platform to generate indirect sales for more than 200 brands in Kraft-Heinz family, with 3M+ monthly active monthly users and 60K+ brand- and user-generated recipes across various categories. [Chicago, IL]

● Led the re-design and launch of Kraft-Heinz Company’s largest B2B digital channel kraftheinzingredients.com, that generates and influences 15% of the overall retail sales and is used by retailers to create and place sample orders across various product lines of Kraft-Heinz. [Chicago, IL]

● Led the discovery, design, development, and launch of Vantiv Advantage mobile app (iOS & Android), within 5 weeks, that saw a customer adoption of 87% and resulted in a 23% increase in lead conversion in the 1st qtr. [Cincinnati, OH]

● Partnered with Toyota Europe’s digital retailing team to implement a reserve and pay option for the Yaris GRMN that resulted in all car inventory selling out in the first 2 weeks after launch. [Atlanta, GA] Tata Consultancy Services – India, UK, Canada, US May 2006 – Jan 2016 Sr. Consultant (Reporting into Principal Consultant & Practice Head of Business Transformation Group)

($52M revenue impact / Led and worked with product and delivery teams on various digital products and transformations)

● Led the business analysis for The Home Depot’s omni-channel commerce strategy implementation. Created the use cases and led the UAT for the order capturing channels while implementing IBM Sterling OMS for the retailer’s 2200+ stores. Key integrations being tested were catalog management, RTAM Inventory, Sourcing, Reservation, Fulfillment, Shipment, Reverse Logistics, Scheduling. [Atlanta, GA]

● Led various product enhancements including Partner Loyalty integration for Delta.com that resulted in a 0.2% conversion rate uptick. [Atlanta, USA]

● Implemented an automated reporting solution for PNC Bank’s Exec office, decreasing manual work by 72%. [Cleveland, OH]

● Re-designed the shared services total cost of ownership system for RBC bank, decreasing the reconciliation errors by 23%.

[Toronto, Canada]

● Designed an activity-based costing framework around shared services for National Grid’s distribution & transmission business lines, while reducing the YoY cost by $0.56M USD. [Birmingham, United Kingdom]

● Co-authored the business go-to-market plan for the retail consulting arm of TCS India. Surveyed six lifestyle retailers to understand their pain points and market opportunities and co-authored an end-to-end value proposition. We were able to convert win 4 RFPs into MSAs valued at $12M USD. [Delhi, India]

● Conducted the as-is study of Boeing’s HR processes and created the to-be process recommendations, while authoring the process flows in Visio. [Delhi, India]

● Managed third-party software license sales in the media and entertainment industry for TCS of $2M USD. EDUCATION

● MBA (Marketing & Finance) 2004 – 2006

ICFAI Business School, Mumbai, India

University Topper in Business Research Methods (2005)

● Engineering (Computers & Electronics) 2000 – 2004 Maharshi Dayanand University, Haryana, India

KEY SKILLS

Consulting & Strategy

• Go-to-Market strategy development • Business Analysis • Business Case Development • Market Research • Program Management

• Business Requirement Definition • Business Process Modeling • Stakeholder Management • SOW and Contract Review. Product Management

• E-commerce/ Enterprise/ Mobile Apps Product Development • Product Design • Product Roadmap• Product Portfolio management • Define KPIs/ Success Metrics • Agile / Waterfall product development • Functional & Non- Functional requirement specification • Solution desirability/ feasibility/ Viability analysis •