RASHMI MOHAN

Sr. Product Manager

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Seasoned data-driven Product Manager with 9+ years of experience delivering products from the ground up and scaling them across regions for customers navigating all facets of product management.

EDUCATION

BE - Computer Science - 2013
GPA: 3.71
National Institute of Engineering

MBA - 2017
GPA: 3.6
University of Illinois at Springfield

MS- Analytics - 2021
GPA: 3.6
Harrisburg University of Science and Technology

CERTIFICATIONS:
Certified Scrum Product Owner;
Certified Scrum Master;
Business Process management.

SKILLS

• Wire framing / Prototyping – **Moqups, Balsamiq, Figma**

• **API Design – Swagger**

• Flowcharting/ Journey Mapping – **Miro, Visio , Mural, Figma**

• Reporting – **MicroStrategy, Tableau , quick sight**

• A/B testing – **Optimizely, R Studio**

• Research – **R Studio , Quicksight**

• Analytics – **R Studio, exploratory data analysis, R, SQL, SAS, Minitab,Tableau**

• Database- **Teradata, Microsoft – SQL, PL SQL**

• Process Modelling – **Bizagi, Aris**

• ERP Systems – **Oracle**

When I am not managing products, I am either

- Practicing Music - Carnatic Classical Music
- Reading books - My favorites Inspired, The design of everyday things , Blogs- SVPG and Medium
- Or Cooking a delicious meal

WORK EXPERIENCE

SR. PRODUCT MANAGER - AMAZON
May 2021 - Present

- Led a portfolio of configuration automation products in the Amazon transportation network to increase productivity and network quality by 60% in North America.
- Developed a three-year strategic vision for a transportation network automation product suite that aims to increase speed and productivity by 30%.
- Managed and grew a team of experienced product managers to steer a cross-functional team of engineers and stakeholders to launch and scale over 8 products resulting in over 40% increase in product adoption and improvement in customer satisfaction.
- Partnered with over 3 engineering teams to influence roadmaps, trade-offs, and design decisions while relentlessly focusing on delivering value to the end user.

PRODUCT MANAGER - FANNIE MAE
Fannie Mae is a leader in the mortgage finance industry, ranked 21 on Fortune 500 companies and the largest United States corporation by total revenue
June 2020 - April 2021

- Delivered products to transform debt finance offerings in capital markets from paper-based systems to digital products increasing quality and productivity by 15%.
- Introduced an API governance framework to maximize the value of the partner ecosystem and protect the firms' customers and assets.
- Demonstrated strategic approach to synthesize multiple sources of information from business, management, design, legal, marketing, accounting operations, engineering, and external financial institutions to solve complex problems in a structured, data-driven way
- Manage the entire product development lifecycle from ideation till launch including discovery, prioritization, design, user acceptance testing pilot testing, and product ramp-up.

PRODUCT MANAGER - DELTA AIRLINES
DeltaAirlines is a major American airline and the second largest airline in the world
Mar 2018 - May 2020

- Delivered new product experience by enhancing customer journey in booking and checkout path to transform the user experience for loyalty products resulting in a 20% increase in customer acquisition.
- Customer journey mapping and UI /UX-driven approaches to increase user engagement using REST API, and SOAP web services for both mobile and web interfaces.
- Evaluate potential partnerships to increase customer conversion rate and shape product strategy for loyalty products based on data and anecdotes.
- Deep dive into the technical stack, the integration patterns, the organizational capabilities, and the company-wide assets that can be leveraged to provide technical solutions to customers.

PRODUCT MANAGER - WIRECOG
Wirecog is a patented technology to facilitate source code from wireframes
Aug 2017 - Feb 2018

- Collaboration with founder/ CEO, engineering, and marketing team to understand the product fit, customer need, and roadmap to launch the product.
- Collaborated with the team to generate an idea and develop user journey analysis to launch the product with the help of user research and market trends.

ASSOCIATE PRODUCT MANAGER - TESCO
British Multinational Retailer, market leader in UK and third largest retailer in the world by gross revenue
Tesco India/UK | Jul 2013 - Dec 2015

- Successfully spearheaded the launch of DMS (Duty Management System) system leading to cost-saving of over 30% per financial quarter.
- Built and delivered product roadmap with cross-functional teams and track product feature statistics to identify product performance issues for pilot.
- The successful launch of the feature of the product at UK led to an increased productivity of 20%, received Tesco Value award for the product's success.