

# SAMIR ARORA

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## Profile Summary

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Strategically driven a diverse portfolio of products from concept to launch, migrations, end of life etc., adapting and optimizing for bespoke needs in each stage of the product life cycle. Setting product strategies, business KPI's, go to market strategy, helping scale businesses in different international markets as well as overall evangelism of Apps to customers. Have led cross functional teams across product, engineering, sales, support, ops, and partnerships. Over one & a half decade of seasoned hands on technical experience including software development, project and product management spanning across multiple products and domains. An effective leader, who takes ownership, dives in, builds consensus and drives results through adaptive leadership. Ability to break down organizational silos, get contentious teams to cohesively work together, in a highly cross functional and complex environment. A passionate people manager with an innate ability to nurture growth. Diverse experience in marketing, product, engineering in mobile and cloud. Recognized as a problem solver adept at conceptualizing and implementing business and project strategies that produce solutions. Committed to enhancing business operations by creating a high level of cost reduction, revenue generation, and resolution to critical issues. Outstanding success in building strategic partnerships with accounts along with excellent levels of retention and loyalty by offering comprehensive & innovative solutions. Worked with multiple Fortune 500 clients in multiple capacities and locations being responsible for the P&L, Project Delivery, Existing and New business, Solutions, Consulting staff & their development. Performed diverse roles varying from business development, handling portfolios, account management, program management, business analysis and programmer.

## Competencies

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- Project Management
- Stakeholder Management
- Quality Management
- Contract/Master Service Agreement/SOW
- Integration Management
- Strategic Planning
- Estimations, Budgeting & Cost Control
- Agile Scrum Methodology
- Presales & Technology Consulting
- Data Analyzing
- JIRA
- Financial Reporting & Analysis
- Derivatives
- Alternative Investments – Hedge Funds, Private Equity, Real Estate, Commodities
- Accounting
- Java
- Microsoft Office Suite
- Escalation Management
- Scope & Schedule Management
- Project audit & metrics reporting
- Communications Management
- Release Planning
- Resource Optimization
- Risk Mitigation & Control
- Customer relationship management
- Audits & Compliances
- MS Visio
- Finance
- Equity
- Portfolio Management
- Taxation (Direct/Indirect)
- Telecom (OSS/BSS)
- TFS
- MS-CRM
- Product marketing
- Procurement Management
- Product Strategy
- International marketing
- Human Capital Management
- Business Analysis
- Competitive Analysis
- RFP
- Time Management
- Microsoft Project
- Mergers & Acquisitions
- Fixed Income
- Economics
- Auditing
- Git
- C, C++
- Salesforce

## PROFESSIONAL EXPERIENCE

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### NextGen Telesolutions Pvt. Ltd., Noida

July 2020 – Feb 2021

- Managed programs to optimize build and test performance, have spearheaded several initiatives to improve developer velocity
- Identified issues, scoped out resolutions, staffed up team appropriately (directly managed TPMs and Test Engineers), built a compelling vision and organized my team to deliver
- Strategically drove all programs to the point of significant and continued impact across the company
- Setting product direction for multiple product portfolios (Payments to Creators, Viewer Experience Enriching Features and Invoicing to Brands Infrastructure)
- Supported Product Areas and platforms build/test resource management
- Launched multiple features improving the (Daily Active Users) DAUs and retention
- Identified multiple new areas of investment for the product, scaling the business in volume and geographies
- Led multiple successful launches for banking/e-commerce products by working with 15+ cross functional teams (Teams based in India, Africa and multiple locations in the US) to drive on time product delivery & setting overall product strategy for them
- Designed and led multiple latency reducing features while optimizing performance for banking products
- SDLC using agile methodology (scrum) while creating quality metrics to assess, monitor and forecast defect arrival, backlog to identify quality issues and trends
- Project Management: Effectively manage and coordinate both technical and non-technical projects while consistently meeting scope, budget, and timing requirements

- Project Planning & Forecasting: Oversaw the planning and implementation of the overall project scope, timing, budgetary requirements, resource allocation, and deliverables to executive management and key stakeholders
- Performance Management: Became instrumental in measuring and analyzing project team performance, improving project processes, and providing essential reports to all stakeholders based on key performance indicators
- Project Coordination & Microsoft Project: Strategically execute projects using PMO-type toolsets such as Microsoft Teams, Microsoft Project, GitHub
- Budget Management & Reporting: Develop highly detailed project reports to present to key stakeholders utilizing action item tracking, pre-read meeting materials, status reporting, meeting agenda planning, and meeting documentation
- Training & Development: Trained and developed multifunctional teams ensuring each team member was proficient in executing project plans
- Coordinated key internal and external stakeholders through each phase of the project lifecycle successfully
- Identified and clearly communicated new project requirements, gaps, and out of scope task to key stakeholders as they transpire
- Collected relevant information to develop, modify, and own project plans complete with dependencies
- Developed and nurtured positive relationships and engagement within assigned client(s)
- Partnering for solution architecture
- Mining current account and explore opportunities for growth through executive level calls with clients
- Led the Business development and Solutions team of Digital Enterprise Unit, which sets direction in Digital Technologies like Mobility, Big Data, Cloud, Social Media, Artificial Intelligence and Robotics
- Responsible for engaging the customers on "Digital Remagination" and enabling them to digitally reimagine their Business Model & Processes, Products and Services, Customer Segments, Channels, Work Places and Enterprise Experiences thru Design Thinking

### Products Managed

- Intelligent Transportation Systems (ITS): Built a transit Automatic Fare Collection System (AFCS) integrating QR code / closed and open loop card based fare systems. Brings Metro / BRT / Bus ticketing and Toll collection as a single integrated solution. Including contactless / TapNPay payments for transit into mainstream payments – cards / banking / wallets / money transfers etc.. Solutions also include Transportation back-Offices / Clearing Houses, Smart Card Based Ticketing for Highway Tolls, RFID Tag Based Systems for Highway and City Tolls, Vehicle Tracking Systems, Travel Based Mobility Solutions etc.
- Statue of Unity – Park Ticketing Solution: Delivered the country's most advanced entertainment park ticketing solution – The Statue of Unity, one of the top 100 parks globally and drawing over 0.5 mill visitors a month
- Contactless cards: Retail and ATM adaptations for contactless cards including enabling standard COTS android NFC devices to accept EMV contactless cards
- SIM Overlay Secure Element Solution: Driving the development of multiple unique value proposition features for full service secure banking / wallet / payment platform using the SIM overlay secure element solution. Secure Digital / Cashless banking on mobiles targeted at the developing world. Extended this to using a smart microSD card with NFC capability

Freelancer

Mar 2017 – June 2020

### Projects Undertaken

- DBS, Singapore  
Methodology: Agile Scrum  
Technology / Tools: Java, REST services, Microservices, Spring  
Team Size: 20  
Brief: Manage the technology transformation for the digital banking platform of DBS
- AT&T, US  
Methodology: Agile Scrum  
Technology / Tools: Java, REST services, Microservices, Spring  
Team Size: 15  
Brief: Manage the video engineering platform to distribute digital content over IP connected devices

### Zensar Technologies Pvt. Ltd., Bengaluru

Apr 2016 – Feb 2017

Senior Lead - Project

- E-Commerce [Profile Management, Catalog Management, Order Management, Pre-checkout Process, Checkout Process, Payment Process, Pricing and Promotions, Shopping Cart, etc.]
- Manage development phase leveraging agile best practices - Scrums, Release planning, Sprint planning, User story grooming with clients, Sprint Review and retrospective, backlog grooming, etc.
- Have performed the role of both a product owner and scrum master across multiple projects
- Wireframes, Jenkins, Git, Maven, Continuous Integration, User Testing, Environment Planning, Hot Fixes, BCC Catalog Merchandising, Endeca Search Engine, CSC Customer Service, Cheetah Mail (Email Marketing), GIGYA (Social Media), BOPUS, Browse & Shop, Wish List, Gift Card, Confluence, Backlog management

### Projects Undertaken

- Michael Kors
- KOHL
- TRU
- Walmart
- Advance Finance Group, US  
Methodology: Agile Scrum  
Technology / Tools: SharePoint 2013, HTML 5, CSS 3, Angular JS, Office 365, Nintex  
Team Size: 10  
Brief: Built a cloud hosted portal for the tax department of the Advance Finance Group for it tax operations. Tax operation projects were triggered through Nintex workflows and data display was through widgets built with the help of AngularJS

- Venetian Casino, US  
Methodology: Agile Scrum  
Technology / Tools: SSRS, SSAS, MDX Query  
Team Size: 15  
Brief: Built a cloud hosted portal which would help the casino to generate reports to manage the credit provided to the patrons and also help them to manage the credit risks properly.
- Janssen Pharmaceuticals, US  
Methodology: Agile Scrum  
Technology / Tools: SharePoint 2013, HTML 5, CSS 3, Angular JS, Office 365  
Team Size: 20  
Brief: Built a cloud hosted portal for the Janssen marketing team to develop the marketing strategies for its pharmaceutical products. The portal enabled the marketing team to define the marketing universe, segmentation, targeting and brand positioning, competitor analysis and thereby evolving the Go to market model. This was also a part of the J&J portfolio which I successfully added to the account with collaboration of onshore
- Cocentrix, US  
Methodology: Agile Scrum  
Technology / Tools: Microsoft Dynamic CRM 2011  
Team Size: 6  
Brief: Built several forms and reports for the Cocentrix Coordinated Care platform to support the behavioral care analysis for the best clinical outcomes. This involved creating custom entities, workflows and reports.
- Johnson & Johnson , US  
Methodology: Agile Scrum  
Technology / Tools: SharePoint 2013, HTML 5, CSS 3, Office 365, Yammer, Box, Jive , Google Analytics  
Team Size: 10  
Brief: Built a cloud hosted portal for the Johnson & Johnson marketing team to collaborate ideas, share knowledge and create a document management system on which users can find their content of interest. A separate proof of concept was also done to integrate with Yammer, Jive and Box. Successfully contributed to the mining of the account by growing the team from 4 to 10.
- Prince Resorts Hawaii, US  
Methodology: Agile Scrum  
Technology / Tools: Microsoft Dynamic CRM 2011, HTML 5, CSS 3  
Team Size: 5  
Brief: Prince Resorts Hawaii runs a group of hotels and resorts in Hawaii. Provided a loyalty program management tool to manage customer loyalty point's rewards and redemption. This also involved integration with their online store and third party payment gateway
- GE Energy, India  
Methodology: Agile Scrum  
Technology / Tools: Microsoft .Net, HTML 5, CSS, Windows Azure  
Team Size: 18  
Brief: This is a SAAS product built on Windows Azure platform with the objective of digitizing the Remote Monitoring System of telecom operators and enabling the tower operators, mobile Operators and equipment suppliers, field technicians to visualize information of their interest. Actively participated in the presales phase of the project and provided end to end delivery management. Engaged in due diligence, RFP response, solution architecture and preparing SOW. The key product features are Alarm package, tracking of equipment usage, Equipment health diagnostic, Preventive maintenance and Remote commands

### **Neudesic Technologies Pvt. Ltd., Bengaluru**

Mar 2015 – Dec 2015

Associate Managing Consultant

Key Areas of Responsibility:

- Lead, direct and manage the overall performance of the market, to include but not limited to top-line revenue, gross operating profit and staff productivity objectives
- Lead, direct and manage the collaboration between regional practice management and the Technology Platform/Enterprise Solution Group - in order to utilize shared knowledge necessary to develop, apply and maintain local industry and/or solution expertise
- Lead, direct and manage overall employee and client satisfaction in the market, contributing to an interdependent, growing culture grounded in operational integrity and mutual respect
- Lead, direct and manage the establishment and investment in long-term business relationships with client stakeholders and key partners (e.g., Microsoft), serving as the executive level point of contact
- If required, lead, direct and manage multiple engagements delivering solutions which are in line with clients' objectives; deliver on time and on budget, ensuring high-quality and client satisfaction
- Lead, direct and manage proper market personnel mixes (i.e., level, practice discipline, etc) - overseeing the attraction, hiring, development and retention of the best people
- Apply knowledge of relevant technologies, analysis tools, operating systems, communication protocols, databases and data modeling to projects
- Support sales and business development efforts including implementation services, statement of work and proposal development
- Serve as the management career advisor to market leadership, and provide guidance to the entire market's team by coaching and developing others
- If required, lead, direct and manage local career and performance management processes, by actively participating in timely and effective quarterly and annual performance reviews
- Managed global delivery frameworks and large scale implementation projects (client / server) involving Java and .Net technology stack

### **Projects Undertaken**

- Advantage Sales & Marketing, US  
Methodology: Agile Scrum

Technology / Tools: Microsoft Dynamic CRM 2011, SSRS

Team Size: 25

Brief: Advantage Sales & Marketing is the largest sales and marketing agency in North America. They focus on shopper marketing, experiential marketing and provide services to influence buying behavior and thus increase sales. Through their Program Planning System project they planned to design, deliver and execute in-store event platforms that becomes core marketing strategy for their retail partners

- NuVasive, US

Methodology: Agile Scrum

Technology / Tools: Microsoft Dynamic CRM 2011, jQuery, CSS3

Team Size: 14

Brief: NuVasive is an innovative medical device company developing surgical products and procedures for the spine. The CRM development was to enable the sales team of NuVasive to handle sales leads, customer cases through their smartphones and provide user friendly interface

### **CtrlS Datacenters Ltd., Hyderabad**

Apr 2014 – Dec 2014

Assistant Manager

- Instrumental in implementing the quality assurance process at the organizational level as part of the SEPG (Software Engineering Process Group) and also authored various documents for the same at the project level
- Worked with the client during major releases for preparing detailed requirements, right from the initial scoping as well as requirement documents
- Provided a Rough Order of Magnitude (ROM) estimate to the client
- Complete/oversee the custom development and quality assurance efforts for the system
- Carrying out acceptance testing procedures to make sure systems are working properly and meet quality standards and procedures
- Produce a detailed technical design document to match the solution design specifications
- Explaining the structure to the designers, developers and QA members and helping them to build it
- Managing multiple development designs and projects to meet project and customer required time lines
- Responsible for overall resource management and team coordination
- Responsible for new Product design and innovation
- New technology implementation and training
- Documentation - SRS, Use case, Test case, User manual
- UI design and implementation
- Testing, debugging and problem solving
- Managing multiple project on multiple platforms
- Lead the technical planning, designing, coding and testing of in house application
- Provide leadership and technical guidance to all team members regarding development application
- Provide guidance on change control
- Liaison closely with clients and team members to ensure timely delivery of the project
- Design database schema and technical documents
- Conducting interviews and team reviews for appraisal
- Research and development on new technology
- Coding and doing code review to maintain standard quality of the code

### **Projects Undertaken**

- Affiliated Computer Services, US

Methodology: Agile Scrum

Technology / Tools: SQL 2008, SSRS

Team Size: 4

Brief: The Affiliated Computer Services Inc. is an administrative organization responsible for the management of vehicle parking in Los Angeles. This project focused on providing centralized reporting and performance analysis for the metered assets covering the categories: Financial, Equipment outages, Parking transactions, Parking inventory etc.

- ITW, India

Methodology: Agile Scrum

Technology / Tools: SharePoint 2010

Team Size: 6

Brief: ITW is the leading industrial packaging solutions provider. Their product offering encompasses site packaging, preventive maintenance, field engineering, package testing and designing. Through the "GURU" project ITW aimed to build a knowledge management portal by capturing the knowledge of domain experts in their organization and empowering employees with knowledge anytime through the centralized searchable content repository. Actively participated in pre-sales phase of the project. Engaged in client site discussions, RFP response, and finally preparing the SOW

- IGA, S&D US, Canada

Technology / Tools: PL1, DB2, JAVA/J2EE

Team Size: 40

Brief: S&D US, Canada falls under the Sales and Distribution vertical of IBM. It deals with IBM electronic products and engages in Order Entry, Stock Control, Returns Management, Product Disposal of IBM products in USA and Canada

Infoway IT Solutions Pvt. Ltd.

Business Analyst

Jun 2010 – May 2012

Application Developer

Jan 2008 – May 2010

- Preparing business case, planning & monitoring, eliciting requirements, translating & simplifying requirements, requirements management & communication, requirements analysis
- Collaborated with the Technical Solutions team to address issues and client request based on established priority
- Successfully and efficiently led a team in the setup of a new company wide test of a Radio Frequency Inventory Device project

- Project Management & Forecasting: Served as the key leader for planning and coordinating through all phases of the project lifecycle in over 15 locations simultaneously. Pioneered the strategizing, planning, and forecasting for the upcoming testing year
- Compliance Management & Vendor Management: Directly assisted in contract bidding, RFPs, negotiations, and other procurement initiatives ensuring contract compliance
- Performance Management & Database Management: Managed performance data ensuring the department stayed within 10% of profit margin and presented findings to COO and CEO in compliance with company standards
- Process Improvement: Led process improvement projects to enhance operational efficiency. Implemented WordPress, credentialing workflows, and auditing tools to improve overall project quality and exceed all Service Level Agreements (SLA's) goals 100% yearly

#### **Projects Undertaken**

- Datastar, Thomson Scientific  
Technology / Tools: COBOL, DB2, RPM, Remedy  
Team Size: 60  
Brief : Datastar is a leading information service (search engine) owned by Thomson Scientific which provides access to over 350 databases on a worldwide offering an extremely comprehensive collection of business information, including news, industry analysis and market research with wide range coverage of Finance, Media, Pharmaceuticals, Chemicals & Energy, Food and Drink and Business Consultancy
- E-HR NADM, IBM  
Technology / Tools: PL1, DB2, RPM  
Team Size: 10  
Brief: E-HR NADM was an internal account of IBM which supported the HR and Payroll applications of IBM EMEA (Europe, Middle East and Africa) countries

Sage Technologies Pvt. Ltd.

Application Developer

Jan 2004 – Dec 2007

Data Analyst

Sep 2000 – Dec 2003

- Change Management: Managed and coordinated status resets, special projects, data analysis, and process improvements to maximize work productivity
- Risk Management & Quality Control: Performed weekly audits to eliminate any compliance issues
- Strategic Planning & Data Management: Served as a catalyst in gathering, compiling, and analyzing complex data. Spearheaded the strategic planning and overall work optimization
- Reporting & Data Analysis: Created highly detailed reports utilizing advanced proficiencies in Excel, Microsoft Office, Outlook, JDA, SPA, and Web. Communicated large quantities of data to multiple teams utilizing VLOOKUP, Pivot Tables, formulas, and charts
- Training & Development: Led employee training activities, motivated team members throughout the process, and monitored the implementation of training and progress
- Budget Management & Payroll Management: Managed various financial management functions including performing payroll projections, assessing productivity, and managing controllable expenses according to sales trends
- Customer Relationship Management: Increased sales by 18% year to date
- Vendor Management & Mitigation: Mitigated business risk and improved delivery of services by engaging in cross-functional negotiation
- Relationship Management: Promoted the company and shared my experience with my fellow colleagues
- Recruitment: Assisted senior leaders in developing strategies to attract and retain top talent from diverse candidate pools
- Branding & Marketing: Provided support, built trust, and created positive brand awareness for the company

#### **Projects Undertaken**

- Financial Field Expansion, Guardian Life Insurance  
Technology / Tools: COBOL, JCL  
Team Size: 60  
Brief: Guardian Life Insurance is the one of the prominent life insurance companies in USA. This project involved expansion of all financial fields in the system. Numerous systems were impacted and worked on FAS, LCS and Valuation

#### **COMMUNITY ENGAGEMENT**

Member – FUN Committee

- Worked towards increasing employee engagement and decreasing burnout by implementing fun into the workplace
- Planned and managed company wide holiday festivities annually

Member – L.O.V.E. (Live Our Values Everyday) Committee

- Dedicated to ensuring company culture fosters Neudesic's values
- Created and analyzed employee survey data to better understand areas for improvement
- Collaborated with a team of business professionals of all backgrounds to plan short term and long-term projects

#### **Educational Qualification**

- MBA from Symbiosis International University, Pune – Full Time Course Apr 2014
- BCA
- Professional Certifications : CFA Level 2 Cleared, PMP® No. 1909482, ITIL V3 Foundation Level, BCMS Implementation ISO 22301:2012, Business Process Framework (eTOM) Foundation Level, Frameworkx Foundation Level