JOE SEBASTIAN

PRODUCT OWNER

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Solutions-oriented Product Owner/Technical Project Manager with 10+ years of experience in software project management, product development, agile/scrum methodologies, and technical project leadership. Proven ability to provide effective leadership in fast-paced, deadline-driven environments and experienced in developer supervision and client relations.

KEY SKILLS

Product Development, Software Project Management, QA, UAT Testing, Business Process Modelling, Agile/ Scrum Methodologies, Business Requirement Documents (BRDs), Product Requirement Documents (PRDs), User Stories, Jira, Trello, AWS, ML/AI, Figma, Software Development Life Cycle (SDLC), Financial & Contract Negotiations, Profit & Loss Management (P&L), Client Relations, Budgeting & Cash Flow Optimization, UI/ UX Design, User Flow Design, Data Analysis via SQL/Spreadsheets, A/B Testing, Analytics Tools (GA, Mixpanel, Tableau)

WORK EXPERIENCE

Chief Technology Officer

People Like Us Create (PLUC)

02/2018 - Present   New Delhi

- Successfully led the development of Pluc's creator economy product from ideation to launch, driving growth and monetization strategies that resulted in a 150% increase in user base within 6 months.
- Achieved a 30-45% YoY increase in user growth by utilizing a data-driven approach, including market research, customer needs analysis, competitor tracking, and long-term product strategy development.
- Streamlined product delivery and ensured its success by communicating product vision and strategy to stakeholders, adopting agile methodologies, and regularly organizing user story reviews with the development team.
- Led a cross-functional team of in-house and contracted engineering groups to rapidly transition the technology stack in just 5 months, resulting in improved performance and increased cost savings.
- Successfully maintained product development roadmaps that resulted in the successful launch of 4 new features in the past 6 months.
- Made strategic product decisions by leveraging data analysis and metrics, prioritizing conflicting demands, and achieving 99% of product objectives.
- Conducted extensive customer research, analyzed user data and feedback, and used insights to inform product decisions and improve user experience, resulting in a 30% increase in customer satisfaction.
- Improved content delivery by 25% and reduced cost overhead by 20% by implementing a high-performance third-party video streaming solution.
- Directed the development of a recommendation engine utilizing machine learning/artificial intelligence, resulting in a 15% increase in customer engagement.

Chief Technology Officer

Hope Collective

10/2017 - 01/2019   New Delhi

- Developed and implemented company-wide processes for architecture, platform, and data configuration, resulting in streamlined operations and increased efficiency.
- Enhanced product features by conducting extensive customer and vendor interviews to gather requirements and receive feedback, resulting in an improved product offering and increased customer satisfaction.
- Successfully led a team to achieve 96% of feature deadlines by effectively identifying and mitigating engineering roadblocks, ensuring timely product delivery.

- Translated customer data into actionable insights by creating user stories, validating the implementation of a new product feature, resulting in an improved User Interface (UI) and User Experience (UX), and boosting product sales by 40%.
- Successfully secured funding as part of a 3-person C-level executive team by successfully negotiating and raising a pre-series fund, ensuring company financial stability and fueling growth.

Head of Projects

Townbutler Web Media

09/2015 - 10/ 2017   New Delhi

- Increased yearly revenue by 55% by managing 16 client accounts from start to finish, including defining project scope and deliverables, negotiating contracts, guiding design and development, and executing go-to-market strategies.
- Acted as a liaison between design, development, and sales teams, gathering client feedback and demand for new features, and prioritizing the product roadmap.
- Developed and executed a comprehensive business development strategy by creating detailed business requirement documents, RFPs, RFIs, and case studies to support project needs, resulting in a 25% increase in new client acquisition.
- Led all aspects of architecture and analysis, making resource allocation decisions, and managing delivery schedules to ensure successful project delivery and client satisfaction.
- Boosted team productivity by 15% through the implementation of agile methodologies, including regular sprints, daily stand-ups, and continuous feedback and improvement cycles.
- Directed the successful redesign and launch of Oxfam India's desktop and mobile applications, as well as their newsletter properties, resulting in increased engagement, revenue, and audience growth.

Vice President Projects

Technology9Labs

10/2014 - 06/2015   New Delhi

- Developed and launched the world's first e-commerce platform for Halal products, Zilzar, within just 5 months as the Product Owner/Delivery Manager, utilizing risk and budget management, resource allocation, project prioritization, and research and recommendation of new systems.
- Led the successful launch of a B2C fintech product for IDBI Bank, increasing user acquisition by 50% within the first 6 months.
- Boosted team efficiency by 15% through effective management of a department of 20 employees, including 3 direct reports, by establishing a structured working environment.
- Improved product visibility and brand recognition by 25% and 20%, respectively, by utilizing effective marketing plans that incorporated sales proposals and targeted digital, mobile, and social media ads and branding tactics, leading to a significant increase in website traffic and a 15% surge in RFI inquiries.

Co-Founder/Chief Product Officer

Webbzer

01/2012 - 09/2014   New Delhi

- Achieved a 15% increase in overall efficiency by leading strategy development, solution design, execution, integration, and operations management.
- Collaborated directly with the CEO's office to drive company growth through the use of technological resources, resulting in a 20% increase in top-line revenue.
- Led the implementation of a new project management tool, resulting in a 20% reduction in project completion time and a 15% increase in project delivery accuracy.
- Coordinated cross-functional teams to reduce sales-cycle time by 30% and improve service delivery, leading to a 50% increase in customer satisfaction.
- Optimized product performance by organizing reviews of user stories and conducting regularly scheduled meetings with development teams to groom the Product Backlog and define the "Done Criteria", resulting in a 10% increase in performance.

EDUCATION

Amity School Of Engineering And Technology   Graduated - 2009

Bachelor of Technology (Mechanical & Automation)

Don Bosco School, New Delhi   Graduated - 2005

Science, Engineering Drawing