



Snigdha Rashmi

Project Manager



Contact

Address

Hyderabad, TG, 500009

Phone

770 251 0121

E-mail

p11snigdhar@iima.ac.in

LinkedIn

<https://www.linkedin.com/in/snigdha-ms-748b9745/>



Professional Summary

Effective Project Manager with 10+ years of experience in Software Product Development and IT service delivery . Skilled at collaborating with various departments and working closely with coworkers . Offers strong analytical, planning and organizational skills to manage competing demands. Exhibits excellent technical skills in using project management methodologies like Agile, Atlassian JIRA ,MS-Excel and MS-Project to increase productivity, quality and throughput.



Work History

2018-03 -
Current

Project Manager

Novaark Digital Consulting Pvt. Ltd., Hyderabad, Andra Pradesh

1. Scrum Master for Customer 360 -Data Analytics for a leading Restaurants' chain-RBI

- o Developed **Project Backlog for 28 Projects** using JIRA
- o Detailed **Planning & Effort Estimation for all 28 projects** using MS-Excel & MS-Project
- o **Revenue impact of \$3Mn** over a duration of 1.5 years
- o **Project Manager - Liberty Mutual Digital Transformation Initiatives**
- o **Leading a team of 7 resources for Transformation Initiatives**
- o **APM** Implementation using New Relic and App Dynamics for 8 applications
- o **Cloud Modernization** - DevOps Assessment, Migration to Cloud



Skills

Agile project management
●●●●● Very Good

Scrum Master & Sprint Management
●●●●● Very Good

Delivery Management
●●●●● Very Good

Functional & Business Requirements
●●●●● Very Good

Strategic Planning
●●●●● Very Good

Business Process Re-engineering
●●●●● Very Good

Software Development Lifecycle
●●●●● Very Good

for 8 applications

o **RPA based Automations** for 10 activities across 8 applications

o **Power BI Dashboards** for Management Reviews

o Application Validations by **Testing Automation using Selenium**

2. Program Manager & Delivery Lead for Trianz Client

- Liberty Mutual Insurance-Hosting solutions

o **Led a team of 41 people with a revenue of \$1.5 Million per annum**

o Single point of Contact for all Client Delivery Requirements

- Developed and initiated projects, including managing costs, schedule and performance.

o Developed the proposal and **negotiated an additional biz of \$500K per annum** in Cloud DevOps

o Leading the **automation efforts** for value-add services on Operation Support using BMC Remedy

3. Product Manager for Trianz Product -Concierto ForeSight-an AIOps product

o Created the Functional Specifications Document (FSD) and UI Wireframes

4. Product Manager for Trianz Big Data Testing Framework

which is being used by 2 clients with revenue generation of over \$1 Million

5.QA Lead

o **Leading a team of 7** for Functional & Regression testing of Web, Android & iOS Mobile Apps, Windows Desktop & Macintosh Desktop App for a **Trianz Digital product-Trasers**

6. Project & Program Manager

o Responsible for ESS Core Team-Resourcing & Management - **Team size ~50**

● **Manager-Products**

Financial Software and Systems , Chennai, Tamil Nadu

o Developed Overall Product Strategy for the Digital Payment Products' Group

o Led Design, Development and Implementation of Card Management System(**FSS-CMS**)

o Conducted Market Analysis, Benchmarking and

Documentation

Management



Waterfall Methodology



Client liaison



People Management



Mobile App Dev & Testing



● **Software**

MS-Excel



MS-Project



Atlassian JIRA



Confluence



Power BI



Matlab-Fuzzy Logic and Neural Networks



Dialogflow- AI/ML



Tableau



2016-11 -
2017-06

Feature development of PoS system Software
 o Design & Development of Loyalty Management System (**FSS- iRewards**)
 o Contributed to **FSS- Aadhaar Pay – Shortlisted among Asia's Innovative Payment Product**

Good
 C,C++,Javascript
 Good
 SQL
 Good

2015-11 -
 2016-04

Product Manager-Consultant

Coviam Technologies, Bangalore, Karnataka

1. Product Manager for Merchant Application of an Indonesian Ecommerce Business(blibli.com) with >4000 Merchants & Revenues of \$350 million Increase in GMV (due to MTA) from 58% to 71% (Till WS March 15,2016)

- o Developed Product Roadmap for organization
- o Created User Stories & Wireframes for **Agile Sprints using Atlassian JIRA to develop MTA-desktop and MTA Mobile Application(Android) .-**
- o Created Trello boards for business status reports
- o **Collaboration with Development, Quality Assurance (Testing Teams) & Business Teams**
- o **Mentored** a team of 2 for Data Analytics (Excel, Statistics & Probability)
- o **Led a team of 3** for design and development of a Testing Product for hiring of candidates

Balsamiq
 Very Good
 Mockplus
 Very Good

 **Languages**

English
 Very Good
 German
 Average
 Hindi
 Excellent

2015-09 -
 2015-11

Product Manager-Presales

GFOI Retail Pvt. Ltd. , Bangalore, Karnataka

- o Product Enhancement by collaborating with Sales team
- o Management of Digital Marketing (SEO, Social media Advertising)

2015-06 -
 2015-08

Product Strategist

Wisdom Infotech Ltd., Chennai, Tamil Nadu

- o Launch of Android & iOS based Mobile app –AugRay in Indian Market –both online & offline

2015-03 -
 2015-05

AVP-Vendor Relationship

International Education Gateway, Hyderabad, Andra Pradesh

- o Design & implementation of a project for

2013-06 -
2015-02

- determining Profile Score of each student
- o Setting-up the Digital Marketing Team

● **Sr.Strategist**

Google Inc., Hyderabad, Andra Pradesh

1. Project Management:

- o **Design, configuration & Launch of a Product - GeoATS** (a Time Management System) across 5 vendor partners and >310 agents
- o Data from GeoATS (**~99% accuracy**) being used for **Invoicing and Billing (100% accuracy)**, better HC forecasting and schedule adherence - **Zero self-reporting** by Vendors on SLAs

2. Vendor Relationship PMO:

- o **Created Project Outline, objectives, scheduling of activities, resource estimation, Risks, Contingency Plans** for both business & engineering team
- o **Driving better compliance** by tracking Productivity and Capacity Utilization to exceed Operational SLAs
- o Creation, implementation & management of Contracts with **5 Vendors**
- o **In-house software product {GeoATS} Development- Engg. resources -3 implemented for >300 headcount**
- o **Received Gold Award for excellence** in Product Management, Project Management & Implementation of GeoATS

3. Operations Manager(EMEA), Ads Review

Operations

- o Responsible for driving ARO goals (**100% in in EMEA region for 32 + languages;**
- o **10 more languages added (EMEA as a market covers ads in 42 languages across 22 formats with total incoming volumes of 300,000 on an avg/week).**
- o **Revenue Impact of approx. \$300 Million/week**
- o **My team hit 100% TAT (in for the largest markets: Dach(German) & French**
- o **Successfully led a team of 13 people and managed Stakeholders in EMEA region**
- o **Created Stakeholder Engagement Model and a Performance Appraisal Model for the team**
- o **Reporting - Web based data analysis using internal dashboards**

2007-07 -
2011-05

o **Forecasting of incoming volumes for business requirements**

Assistant System Engineer

Tata Consultancy Services, NOIDA, Uttar Pradesh

1. Analyst (IT Strategy, Solutions Architecture)

o Contributed to defining and alignment of IT Strategy with Business Strategy in collaboration with the CIO of client organization

§ **Application Portfolio Analysis of** 200+ applications across 72 evaluation Parameters and Total Cost of Ownership

§ Recommended deprecation of 50 applications using AHP algorithm, leading to approximate savings of ~100 FTE hours

§ **Business Process Re-engineering -**

· **IT integration of 2 Intel Manufacturing Units in**

collaboration with 12 teams situated across 5 countries: USA, India, Israel, Philippines and Switzerland

· **Technical & Information Flow Testing of Network Infrastructure using Hermes and Citrix**

o **Business Process Modeling:** Designed and validated Business Process Models for IT (273 applications, 50+Processes)

o **Supply Chain Management** for Order to Cash, procure to Pay, Design to Deploy cycles

o Implementation of Content Management Systems –Protégé & Drupal

o **Usage of ARIS reduced the time to design Business processes by 67%.**

o Analysis and recommendations for software acquisition

o **Awarded Certificate for Commitment to Excellence**



Education

2011-06 -
2013-03

MBA: General Management

Indian Institute of Management - Ahmedabad

- CGPA :2.89/4.33
- Specializations pursued : Management of

Software Projects & Enterprises, Software Development and Information Systems for Management, Business Strategy

- Awarded **Industrial Scholarship** for Academic Performance in 2nd Year

2003-08 -
2007-05

● **B.Tech: Electronics & Communications Engineering**

Vellore Institute Of Technology - Vellore

- CGPA: 9.03/10 (First Division with Distinction)
- Awarded Merit Scholarship for all the 3 academic years 2004-2005, 2005-2006 & 2006-2007
- Awarded for 100% attendance in my 7th Semester
- **Published an International Paper “Automated Diagnosis of Early Alzheimer's disease using Fuzzy Neural Network” at 4th European Conference of the International Federation for Medical and Biological Engineering.**



● **Accomplishments**

1. **Gold award winner** at Google Inc. for creation & Implementation of Geo-ATS- an Internal Google Product
2. Awarded **Industrial Scholarship** at Indian Institute of Management, Ahmedabad for excellent academic performance
3. **Published an International Paper** “Automated Diagnosis of Early Alzheimer's disease using Fuzzy Neural Network” at 4th European Conference of the International Federation for Medical and Biological Engineering.



● **Certifications**

2017-09

● Agile Scrum Master

2017-09

● Atlassian JIRA

2021-01

● PMP Training 2021

2021-01 ● Data Analytics Training - 2021

2019-01 ● Moving to the Cloud