

SRAVANA SHRUTI SARMA



CONTACT DETAILS

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EDUCATION

- 2024
AI in Business Strategy & Leadership
IIM Lucknow
- PGDM in Marketing & HR**
All India Management Association, Hyderabad, India
- Bachelor's Degree in Life Sciences**
Osmania University

CORE COMPETENCIES

- ➔ Product Strategy & Roadmap
- ➔ Strategic Vision & Business Acumen
- ➔ P&L Management
- ➔ Strategic Planning & Execution
- ➔ Business Process Optimization
- ➔ Go-To-Market (GTM) Strategy
- ➔ Agile Product Management
- ➔ Digital Transformation
- ➔ Program Governance Policies
- ➔ Business Process Optimization
- ➔ Backlog Prioritization
- ➔ Artificial Intelligence
- ➔ Data Management
- ➔ Stakeholder Engagement

Group Product Manager

JOB OBJECTIVE

Strategic Product Leader seeking senior Product Management roles to drive transformative initiatives, aligning with company vision and accelerating growth with an expertise in leveraging data-driven insights, emerging technologies, and market intelligence to define scalable product strategies, inspire high-performing teams, and deliver exceptional customer value across global markets.

PROFILE SUMMARY

- ➔ **Visionary Product Leader offering over 15 years of expertise** in orchestrating end-to-end product lifecycles, driving GTM strategies, and executing AI-powered digital transformations to fuel business growth.
- ➔ **Worked across various geographies** such as India, UK, USA, Sri Lanka & Argentina.
- ➔ **Adept at navigating complex build-vs-buy decisions**, optimizing vendor ecosystems, and aligning cross-functional teams to deliver scalable, high-impact solutions that redefine industry standards.
- ➔ **Expertise in spearheading comprehensive GTM strategies**, encompassing launch planning, multi-channel communication frameworks, and dynamic pricing models to optimize market penetration and product adoption.
- ➔ **Engineered data-backed segmentation models** to identify high-value charter customers and refine deployment strategies with an expertise in leveraging behavioral analytics and customer propensity scoring to tailor market entry approaches and enhance product-market fit.
- ➔ **Pioneered adoption of North Star metrics, CSAT, NPS frameworks** to measure success, fine-tune user engagement strategies, drive iterative product enhancements.
- ➔ **Championed ethical AI adoption and data governance frameworks**, ensuring compliance with regulatory standards such as GDPR, ISO 27001, and NIST & designed governance models to balance innovation velocity with responsible AI deployment and risk mitigation.
- ➔ **Established a strategic blueprint for aligning data intelligence** with customer experience (CX) enhancement initiatives & orchestrated cross-functional collaboration to integrate predictive analytics into business workflows, fostering decision intelligence and competitive differentiation.
- ➔ **Defined Product Roadmap & Strategy and drove Product Lifecycle Management (PLM)** including product strategy & vision, roadmaps, PLM ownership, Customer-centric solutions, requirements prioritization, release management and development life cycle.
- ➔ **Staunch Agile Practitioner**, proficient in breaking down the product roadmap into epics, features and stories; prioritizing feature development based on business value; defining success criteria to ensure quality.
- ➔ **Led high-profile projects** across healthcare, fintech, e-commerce, telecom domains, delivering measurable impact on customer experience & business outcomes.

WORK EXPERIENCE

Velocity Clinical Research **Feb'23 till date**
Group Product Manager | Program Manager - GTM & Product Adoption
Key Result Areas:

- Continuously orchestrating IT systems to synchronize with overarching business objectives, thereby enhancing operational agility and efficiency.
- Strategizing and driving seamless program lifecycles, from meticulous planning to go-live execution, while ensuring robust stakeholder collaboration and engagement.
- Standardizing and reinforcing change management frameworks, accelerating project timelines, and optimizing team synergy for high-impact delivery.
- Strengthening vendor partnerships by instituting quality benchmarks, performance analytics, real-time metrics tracking for superior service delivery.
- Designing and embedding AI adoption policies to drive intelligent automation, scalability, and enterprise-wide innovation.
- Conducting in-depth build-vs-buy evaluations, optimizing IT scalability, ensuring cost-effective, future-ready digital ecosystems.

AWARDS & ACCOLADES

- ➔ Winner – Tech Stars Women Startup Weekend, T-Hub (Developed paperless digital bills, funded by T-Hub)
- ➔ Speaker – BA& Beyond Europe (Spoke on building inclusive products)
- ➔ Gold Medalist – PGDM Academics, AIMA
- ➔ CMC Star Award – FY10-11, CMC Limited

CERTIFICATION

- ➔ CSPO Scrum Alliance

SOFT SKILLS

- ➔ Direction, Vision & Leadership
- ➔ Mentoring & Coaching
- ➔ Innovator & Communicator
- ➔ Team Player

PERSONAL DETAILS

- ➔ **Date of Birth:** 8th May 1988
- ➔ **Languages:** Hindi, Telugu & English
- ➔ **Address:** Sainikpuri, Hyderabad
- ➔ **Visa Status:** Valid USA B1 Visa

Thoughtworks India Pvt. Ltd. Feb'18 – Jan'23
Lead Business Analyst/ Product Owner
Key Result Areas:

- Led end-to-end product roadmapping, ensuring seamless alignment with corporate strategy, market insights, and stakeholder priorities for high-impact execution.
- Defined a compelling value articulation framework, leveraging data-driven storytelling to secure leadership buy-in and drive competitive positioning.
- Enabled consulting-driven execution, optimizing feature prioritization, GTM readiness, and post-launch performance for sustained business impact.
- Conducted high-impact showcases for Product Owners, senior executives, and key stakeholders, ensuring transparency, alignment, and iterative improvements.
- Championed strategic planning sessions, fostering data-driven decision-making and contributing to a 20% acceleration in project turnaround times.

- Projects:
- **StormGeo (Apr'18 – Jan'19):** Played a pivotal role in a groundbreaking shipping domain project, ensuring seamless execution from inception to delivery.
 - **NPCI (Jul'19 – Feb'20):** Spearheaded the revamp of the BHIM app, enhancing its functionality, user experience, and overall performance.
 - **National Australia Bank (Feb'20 – Apr'20):** Led the automation of the business loan processing system, streamlining workflows and improving operational efficiency.
 - **Sephora Singapore (May'20 – Jul'21):** Managed the project remotely from pursuit to successful delivery, seamlessly transitioning between Business Analyst (BA) and Project Manager (PM) roles.
 - **India Tech Ops (Sep'21 – Oct'21):** Facilitated high-impact workshops and led the enhancement of the Career Grads page, optimizing user engagement and accessibility.
 - **India Regional IT – Product Owner (Apr'22 – Jan'23):** Defined and drove the product vision and roadmap, aligning business objectives with innovative IT strategies for scalable growth.

Evergent Technologies India Ltd. Feb'16 – Feb'18
Senior Business Analyst/ SME
Key Result Areas:

- Spearheaded end-to-end client relationship management, fostering long-term strategic partnerships and ensuring alignment with business objectives.
- Directed backlog prioritization through a data-driven, outcome-focused approach, optimizing resource allocation and maximizing business impact.
- Architected and operationalized scalable delivery models, seamlessly integrating Agile methodologies to enhance speed-to-market.
- Led customer-centric project management for FOX LATAM and TV4 Sweden, ensuring seamless execution, stakeholder alignment, and high-quality deliverables.
- Engineered process enhancements that streamlined issue resolution workflows, achieving a 25% reduction in incident response time.

PREVIOUS EXPERIENCE

- Vodafone South Ltd. Dec'13 – Jan'16
Senior Business Analyst
- Aristontek Solutions Pvt. Ltd. Aug'12 – Nov'13
Business Analyst
- CMC Ltd. Jun'10 – Aug'12
Business Analyst Trainee