

Abhimanyu Singh Tanwar

Bengaluru, India | P : +91-8600990209 | AbhimanyuTanwar29@gmail.com | www.linkedin.com/in/abhimanyutanwar

Career Summary

- 10 years of experience in B2B and B2C Product Management, IT Consulting and Software Development across Software Development across IT, Retail, Ecommerce, Smart Building (IoT), and Healthcare with clients across 12+ countries.
- Experience in creating product strategy and defining product roadmaps and their execution.
- Expertise in dealing with cross functional teams and handling multiple products from Ideation till release & adoption.
- Experience in Agile practise, Business processes improvement, IoT, Cloud (AWS), Machine Learning(AI), Design thinking, UX, design tools such as Balsamiq, and Figma, web and desktop applications (Microsoft stack), API, and Databases.

Product Manager – Publicis Sapient

Feb 2021- Present

Ecommerce Marketplace (Retail)

- Delivered the **Product vision** of a curated marketplace e-commerce through continuous ideation, prototyping & backlog creation for Canada's leading fashion and lifestyle retailer resulting in **15% increase in quarterly sales**.
- Led the design & development of this Marketplace platform which increased the **number of sellers by 15% (33), no. of SKUs by 5k** and **5-7% positive impact to overall traffic** within the MVP launch.
- Collaborated with business stakeholders to create product roadmap based on vision, product strategy, & OKRs.
- **Prioritized product epics, & features** and translated identified needs into use case scenarios & user stories related to Omnichannel functionalities and products (product content management, order management etc.)
- Drove Sprint planning, grooming, Program Increment planning sessions and also reassessed the priorities around time, cost, risk and set careful management of customer expectations
- **Defined UX Measurement Strategy and Frameworks** which helped the client in measuring CX of its products & service. Choosing the metrics as per the business cases & tools to measure them.
- A/B Tested the landing page and the forms on the web; led to increase in conversion by 12% and decrease in bounce rate by 10% via a guided UX flow
- Led ML based product bundle recommendation project for the client which improved sales by 10% (season)
- Awarded for selection of Open Brief Ideas for MG EV Singapore market entry campaign

RFP Responses and Firm Building Initiatives

- **Ecommerce Marketplace Proposition** – Responded to an RFP of a top US fashion retailer for exploring the launch of a marketplace offering to expand its digital presence. Responsible for describing roadmap and high-level implementation approach for marketplace along with capability matrix, solution design, system integration & experience management across key capabilities.
- **Cloud Retail** - Prepared an RFP response for a cloud company to improve digital experience of their B2B and B2C portal. Framework for portal assessment & competitor analysis (Azure, AWS, Google) as per customer journey.
- **Compliance as a Code Proposition for a Banking Client** – Made a project winning proposal to client on a new progressive approach to manage risk and compliance in banking, to reduce cost and promote innovation by leveraging intelligent controls such as AI, ML, and RPA

Product Management: DESIGO (Siemens Technology)

Mar 2018- Oct 2019

- End to end product management of B2B sales, estimation, & monitoring product of the Building Management System (DESIGO) portfolio worth 400 million revenue with clients in over 12+ countries in Europe and Asia.
- Formulated product strategy & roadmap to build the Next Gen configuration & monitoring product by identifying market trends and customer needs which increased product revenue by 20%.
- Designed and led Inner Code Sourcing Program with 30+ developers which delivered 23+ features for smart buildings, siemens healthineers, rail mobility and oil & gas units in 3 months.

Product Owner: DESIGO, DEWS (Siemens Technology)

Jan 2017 - Mar 2018

- Product Ownership of Quality Dashboard Product for 10+ product teams. It saved cost by 15% per project by providing a single view real time quality metrics for different stakeholders.
- Successfully managed 4 product release versions & 5 Service Packs with 20+ product demos and customer feedback.
- Responsible for understanding customer needs for different markets (Airports, Healthcare, Hotels, manufacturing).
- Designed and led several innovation programs along with individual contribution adding business value:
 - Designed & Implemented Invention (IPR) Program for Pune division which led to filing 4 Patents for the company.
 - NFC based invention disclosure selected for business use for Smart Thermostat app and enhancing older modules.

Abhimanyu Singh Tanwar

Bengaluru, India | P : +91-8600990209 | AbhimanyuTanwar29@gmail.com | www.linkedin.com/in/abhimanyutanwar

Senior Systems Engineer – Product Management & Development (Siemens Technology)

Feb 2013 - Jan 2017

- Spearheaded 4+ Agile Transformation projects in adopting best practices as Siemens Development System Manager.
- Responsible for planning, feature prioritization, user story estimations, success metrics & cross collaboration.
- Enhanced customer experience by coming up with an idea of adding videos to release notes.
- Awarded for earning consistent high net promoter score (9/10) for the product for 3 years from clients.
- Siemens SPOT award for development of an automation tool reducing 95% time and saved USD 18k per year.
- Saved 7k USD per year by migrating build process from Install Shield to WiX toolset installation.
- Good understanding of different IoT devices such as thermostat, sensors, HVAC systems, modules, controllers.

Systems Engineer – Product and Application Development (Infosys Ltd.)

Jun 2010 - Feb 2013

- Implemented Obama Care policies in Web App for Wellmark & NASCO, the leading Healthcare companies in US.
- Saved USD 120K by removing 1000+ OWASP vulnerabilities to enhance security of Ecommerce application in 6 months
- Led a team to convert 2100+ queries into 100 stored procedures and Triggers in 3 months

Education

Course	Institute	Year	Remarks
PGPM	SPJIMR	2019-20	CGPA 3.04/4
B. Tech. Electronics & Communication	JIITU, Noida	2006-10	CGPA 7.4/10

Academic and Personal Projects

- **MyGate App Product Improvement** – Suggested 2 new features along with high-fidelity prototyping (using Figma) to reduce task completion time by 80% and increase customer engagement.
- Zoom for school children project which addresses their pain points and suggests improvements to enhance usability.
- Created NLP based app to enable smart search within videos & make short notes, improving user's learning experience.

Certifications

- Certified SAFe® 5 Product Owner/Product Manager - scaledagile.com
- Certified Scrum Product Owner (CSPO) - scrumalliance.org
- Certified Scrum Master (CSM) - scrumalliance.org
- Microsoft Certified: Azure Fundamentals - *Microsoft*
- UI/UX design certification from National Institute of Design
- Microsoft Certified Web App and Database Developer

Personal Work and Achievements

- MyGate App Improvement (<https://uxfol.io/project/04baf0c7/Improving-MyGate-App>)
- Accessibility First UX Design (<https://blog.surgvy.com/design-process/accessibility-first-ux-design-approach/>)
- Runners-Up in Strategy Wall Competition (IIM Rohtak)
- Winner of "User Generated Content Analytics" Course organized by SPJIMR, Mumbai & University of Texas.

Extra-Curricular

- Heads RobinHood Pathshala and Hunger Management Program for Baner-Aundh area in Pune with 50+ volunteers.
- Mentor in Katalyst India program where we help young female students to achieve their potential.
- Lead Siemens market expo for Europe region organized in Pune (2017).