



POORNIMA VARMA VISHNU

Product Manager • Dubai, UAE • (+971) 565591936

poornimavarmavishnu@gmail.com • <https://www.linkedin.com/in/poornima-v-vishnu-235a471a4/>

Profile Summary

- Worked as a Product Manager for Logistics Project and Real estate Platform, and as an IT Business Analyst in Projects that comes under domains such as Supply and Logistics, Transportation, Data Science-AI, ERP systems, Real- Estate, E-commerce, Entertainment, Crypto currency/wallets, Banking & Finance and Block Chain.
- Certified McKinsey & Company Forward learner and McKinsey badge holder, a 6-month course conducted by McKinsey that focused on developing practical skills in completing successful strategy-based projects. The course offered intensive training on how to apply the McKinsey approach to Problem Solving, become more effective and influential communicator and develop adaptable and resilient mindsets and habits. The course also covered on new ways of using McKinsey digital toolkits that are applied on working and thinking for a digital world.
- Certified Six Sigma Green and Yellow belt holder and practitioner for data driven management process to obtain improved & optimized business processes, customer satisfaction and improved profit margin.
- Experience in Digital Transformation, Advisory and Strategy based projects in various sectors
- Experience in Market Analysis, Market Research, Competitive Analysis, creating Product Roadmap (PRM), Product Life Cycle (PLC) & Software Development Lifecycle (SDLC)
- Experience in Investment management and financial planning & forecasting and product sales and marketing
- Familiar with UAE regulations that affect digital transformation market and ability to identify market potential and opportunities, identify related solutions and create supporting value propositions to expand the Solutions business line.
- Successfully guided the digital transformation of South American (Colombia) based Real estate organization by implementing a digital platform/marketplace for their property sale and virtual reality -tour of their product. Also implemented credit assistance via the platform by integrating Colombian banks with the platform.
- Successfully handled the implementation of new logistics business by devising the Business Vision, Forecasting the financial outcomes, leading the Strategic Management plan, creating the Product Life cycle, Managing the product development, Implementing the Marketing and Sales strategy.

Professional Experience

GULF PINNACLE INVESTMENTS/ under GULF PINNACLE LOGISTICS GROUP, CAYMAN ISLANDS

SHEIK ZAYED ROAD, DUBAI, UAE

PRODUCT MANAGER (IT, STRATEGY & MARKETING)

AUGUST 2021 – PRESENT DATE

- Performed the role of a Product Manager for the organization conglomerate's new project/product related to warehousing and storage by creating product vision and strategy from seed level using Lean Start-up Product Management process
- Performed detailed business analysis, outlining problems, opportunities and solutions for a business related to Supply and Logistics, Warehousing and Storage
- Assisted in the organization's new product creation from seed level and on updating their existing system
- Handled legal formalities, Contracts & Insurance, Financial budgeting and forecasting related to business establishment and product development.
- Assisted in the organization's Investment Management, Shareholder KYC verifications and financial planning & Asset Valuation
- Assisted the management of sister concern Courier company in developing new strategic ways to improve market performance and customer retention. Also, in the planning of developing a new customer order tracking system and shipment booking system for the company

Product Strategy and Vision Development

- Created the product domain vision and strategy along with the Product Roadmap (PRM) and Product Life Cycle (PLC)
- Conducted detailed study on the Market by doing a market analysis and research along with competitor study to derive KPIs that needs to be incorporated in the product

- Analysed the pros and cons and identified the pain points to find optimum solutions in developing the product & Identified avenues of improvement in processes, requirements, and solutions
- Delivered MRDs and PRDs with prioritized features and corresponding justification. Worked with external third parties to assess partnerships and licensing opportunities
- Set pricing to meet revenue and profitability goals & delivered a monthly revenue forecast & propose an overall budget to ensure success

Product Design

- Analyzed and designed data metrics and measurements
- Conduct bi-modal workshops to analyze business requirements, performing detailed impact analysis and helping business team with inputs for system requirements documents in-line with business value.
- Conducted SWOT Analysis & Created requirements and mapped it with the product capability.
- Participate in discussions with internal/external stakeholders & Investors besides immediate circle of interaction
- Liaise with consultants and organization managers (Internal) to document business processes effectively

Product Development

- Managed and monitored the development team and their activities on behalf of the organization
- Followed Agile principle for project management by setting up development sprints and sorted the changes through recurring meetings
- Worked closely with the UI/UX team and interacted with them to design the product layout using tools such as FIGMA, MS VISIO & Balsamiq.
- Worked with technical/ functional experts to understand the technical capabilities and aligning them with business requirement, thereby reducing technical debt.
- Created and maintained the product backlog, functional requirements, prioritize features based on value, create transparency with stakeholders and development teams. Co-ordinated with Business Analysts to develop both business requirements and specifications documents
- Create and maintain team backlog (features, stories), and lead prioritization with the development team
- Monitor changes to baseline requirements with the use of effective application of change control processes and tools.
- Created Activity diagrams, Flow diagrams and User Acceptance Scenarios.

Product Testing

- Conducted Support implementation activities such as User training, User Acceptance Testing (UAT)
- Understand dependencies with other actors and stakeholders in the project, and work towards resolving these dependencies
- Collaborated with QE teams to ensure proper requirements coverage and assess solution evaluation results.
- Collaborate with QA teams to ensure full understanding of product functionalities by the QA team.

Product Marketing & Sales, Metrics Tracking

- Drive action throughout the organization to get products to market and created Life Cycle Marketing Mode (LCMM)
- Developed Marketing strategy with the team and planned accordingly to carry out product launch
- Discuss & advise Sales team about proper product strategy to realize stronger business structures and market coverage
- Provided product marketing team with insights on key differentiators and messages. Derived the key words for SEO and Implemented Social Media Marketing strategy
- Manage product profitability and commercial success – owning the business case. Support the Product sales team and Product Marketer with any questions they may have
- Decided product pricing and positioning based on competitive landscape.
- Manage all aspects of in-life products, including customer feedback, requirements, and issues
- Issue maintenance advice to the development team for Product Usability Improvement

REFLECTIONS INFOSYSTEMS PVT LTD, INDIA (USA, UAE, AUS, UK, INDIA, PORTUGAL, BAHRAIN, SAUDI ARABIA) PRODUCT MANAGER/ BUSINESS ANALYST OCT 2020 – AUG 2021

Duties as Product manager:

- Performed the role of Product Manager for the Colombian based project 'Vruq', for Grupo Kaia one of South America's largest construction company and helped in the Digital Transformation of their business by helping them analyze their needs through design thinking to create an online marketplace for their villas and apartments
- Take responsibility for the ownership and management of products from a delivery perspective
- Bridging the gap between technology and the business. Work closely with Business to understand requirements and the business drivers for those requirements and aided their digital transformation strategy by partnering with client's consultant
- Performed market analysis and research to derive KPIs that needs to be incorporated in the product
- Studied Colombian Geography, collected data and used Analytics software to visualize data related to population density, consumer trend and income level to derive insights to select the 'Vruq' store locations
- Developed the product backlog and created the Product Life Cycle journey
- Translated business strategy into product strategy by Strictly follow Agile Methodology

Duties as a Business Analyst:

- Identified avenues of improvement in processes, requirements, and solutions in the assigned projects & created detailed business analysis, outlining problems, opportunities, and solutions for a business
- Develop solutions for System Development Life Cycle (SDLC), with understanding of a variety of technologies and platforms such as web, client/server, entity-relationship diagrams (ERDs), relational database concepts and object-oriented programming
- Perform Sprint Analysis and Gap Analysis and Create BRDs, RFPs, and FSRs etc. Implement advanced strategies for gathering, reviewing, and analyzing data requirements
- Defining business requirements and reporting them back to stakeholders. Identifying and then prioritizing technical and functional requirements. Prioritize requirements and create conceptual prototypes and mock-ups
- Elicitation of requirements and using those requirements to get it onboard and understand what the client really wants
- Collect and sort data, create graphs using Analytics tools (Power BI, Tableau) and write documents and design visualizations to explain the findings
- Helping businesses implement technology solutions in a cost-effective way by determining the requirements of a project or program, and communicating them clearly to stakeholders, facilitators, and partners.
- Apply best practices for effective communication and problem-solving. Documenting and translating customer business functions and processes
- Acting as a team-lead on assigned projects and assignments; and providing work direction to the developers and other project stakeholders
- Experience in Modelling and working knowledge in Data Science and AI related projects, WEB, Android/iOS apps, ERP application, Custom desktop applications & Ecommerce
- Practiced Agile development methodology and participated in scrum meetings

Major Projects handled (Completed):

1. Ware House Now (WHNow) DOMAIN : SUPPLY & LOGISTICS ROLE: BA/ Product manager

The main objective was to build a Warehouse Management System (WMS) for team WHnow and to meet their requirements. Along with the WMS, WHNow also has a Mobile/Web application for Customers who wants to lease warehouses across India.

2. Grupo Kaia (Vruq) DOMAIN : REAL ESTATE ROLE: Product Manager/Digital Transformation

Grupo Kaia is one of Colombia's and South America's leading Real-estate developers. The objective of this project was to transform and introduce a digital transformation strategy for their organization to sell their villas and apartments virtually. Hence proposed to develop a web-based marketplace and view the properties through VR in "Vruq" official stores to get a sense of the actual ones.

3. Reflex Diner (POS) RMS (Product) DOMAIN: ERP ROLE: Product Owner

Reflex Diner is a (POS) Restaurant Management System that enables restaurants to manage all the orders that are coming in from customers. The product is a complete package that offers various services like Order management, home delivery booking, dine-in, take away, Auto-booking restaurant seats by following social distancing etc.

4. Canopy Weather (On going) DOMAIN: DATA SCIENCE/ INSURANCE ROLE: Business Analyst

Canopy Weather is an American organization that delivers powerful weather data products with specific, real-world business applications around the globe. The main objective was to build a rooftop damage detection analytical system/software that would analyze the Rooftop images of damaged buildings because of natural calamity, to obtain ample information regarding their age, material used, and area. The system would be designed to obtain which position of the roof has changed and computes the intensity of the change that has occurred using Machine learning models. Third-party collaboration with Near map was done to obtain necessary image dataset, mainly vertical satellite, and ariel images to train the ML model.

5. Tenweem Mobile Application DOMAIN: ENTERTAINMENT ROLE: Business Analyst

Tenweem is a hypnosis therapy application that aims to reduce stress and strain in humans. The application projects therapy audio files and relaxation music beautifully crafted by renowned psychologist Dr. Naif Al-Mutawa.

6. Bahrain Bourse (On going) DOMAIN: ML/ DATA SCIENCE/ ERP ROLE: Supporting Business Analyst

Bahrain Bourse is an intelligent Chatbot that enables employees in the Bahrain Stock Exchange to easily communicate with the management. The Chatbot would be capable of recognizing both voice as well as text and would be capable of delivering viable solution for employees regarding applying their leaves, manage their work, communicate with officials etc.

7. North Star Potentiate (Hx360) DOMAIN: ERP / BI SYSTEM ROLE: Business Analyst

North Star, an American organization that focuses on sales and marketing Business/Intelligent tools collaborated with Reflections to create a dynamic Business Intelligent tool. The main objective of the project was to create a web application tool to compute data and analyze it and generate results.

ACCUBITS TECHNOLOGIES INC, INDIA

BUSSINESS ANALYST (with Pre-Sales Experience)

JULY 2020 – SEPT 2020

- Worked in pre-sales department and Business Analytics team
- Created BRDs, FRDs, and Estimation of project Documenting and translating customer business functions and processes
- Experience in Block Chain technology and Crypto based projects
- Defining business requirements and reporting them back to stakeholders

VEIRA INFOTECH, INDIA

BUSINESS ANALYST / JR. BUSINESS ANALYST

FEB 2018 – DEC 2019

- Working with Windows utilities, ASCON (CRM- project management tool), JIRA
- Creating a detailed business analysis, outlining problems, opportunities, and solutions for a business
- Involved in pre-sales activities and Client discussions
- Create BRDs and FRDs
- Defining business requirements and reporting them back to stakeholders
- Identifying and then prioritizing technical and functional requirements
- Elicitation of requirements and using those requirements to get IT onboard and understand what the client really wants
- Collect and sort data, create graphs, write documents, and design visualizations to explain the findings
- Helping businesses implement technology solutions in a cost-effective way by determining the requirements of a project or program, and communicating them clearly to stakeholders, facilitators, and partners.
- Implement advanced strategies for gathering, reviewing, and analyzing data requirements\
- Prioritize requirements and create conceptual prototypes and mock-ups
- Apply best practices for effective communication and problem-solving
- Documenting and translating customer business functions and processes

Other Duties within the organization's affiliate – (PRO BONO)

- Worked as an administrator (PRO BONO- Volunteer job) in organization's charity-based start-up subsidiary that aims to improve and bring awareness on Women's Health care
- Keeping record of the sales and charity donations of one of the organization's Health care products, "incinerator machine" that were supplied to many schools and colleges across the district to make awareness of women's health and hygiene
- Handling paper's on importing of incinerator machines from People's Republic of China
- Performed financial forecasting of the company's revenue
- Participate in strategic meetings to enhance the company's performance, marketing and in arranging educational classes and awareness on how to improve women's health and safety in schools and colleges, especially among students of age group between (13-19)

Major Projects completed:

1. Cross Border Supply and Logistics and Freight management system using Block chain
2. Crypto Park: Platform for crypto currency Trade
3. SaaS-E E-commerce platform (Eco system)
4. Brass-E online gambling gaming portal
5. NERO Art Gallery (integration with Crypto kitties)
6. ZAP Cart E-Commerce Platform

HOUSEITT REAL ESTATE DEVELOPMENT PLATFORM - (PRO BONO)

BUSINESS DEVELOPMENT EXECUTIVE (Internship)

JULY 2020 – SEPT 2020

- Elicit with the customers and collect their requirements
- Prepare Estimations and detailed pricing sheet
- Improve sales and meet the target
- Market properties listed on the website with potential clients

Professional Achievements

- Received the best "Shero" award, (She- Hero performance award) of Reflections for the best Female performer of 1st and 2nd Quarter of 2021.
- Organized and acted as the secretary for hosting the online event, "Hermoney Talks, Financial Planning for women" for which almost 400 women from various tech firms in Southern India participated.

Education and Certifications

- M.Tech in Control and Instrumentation Engineering, **Amrita School of Engineering, Amrita University, Coimbatore, Amritapuri Campus, India** (2022-2023)
- B.E in Electrical and Electronics Engineering, **Anna University, India** (2011-2015)
- McKinsey & Company Forward Learning program, **McKinsey & Company / MENA & Asia Region** (2022)
- Certified Six Sigma Green and Yellow belt holder, **VMEDU, USA** (2016)
- Data Analytics with AWS, **Amazon Web Service (AWS)** (2022)
- Certified in Business Data Analysis with SQL and Tableau, **Udemy** (2020)
- Certified Diploma Holder of Project Planning and Management using Primavera P6 (PPM), **ORACLE** (2016)

- Course Certificate on Python Programming (Python 3), [Udemy](#) (2020)
- Financial Budgeting and Resource Planning, [Coursera](#) (2021)
- Basic Business Analysis, [Udemy](#) (2018)
- Diploma in Electrical CADD 2D & 3D with AUTOCAD, [CADD Center](#) (2015)

Technical publications

- “Intelligent Wall Following Control of Differential Drive Mobile Robot Along with Target Tracking and Obstacle Avoidance” in 2017 International Conference on Intelligent Computing, Instrumentation and Control Technologies (ICICICT) (*Scopus indexed paper visible in IEEE XPLOER*)
- “Target Tracking, Path Planning and Obstacle Avoidance by Intelligent Robot” in 2017 TAP ENERGY International Conference (*Scopus indexed paper visible in IEEE XPLOER*)

Key Skill Set

- Effective leadership and Management
- Project/ Product Management
- Strategic management & Design Thinking
- Financial Forecasting, Budgeting, Asset valuation
- Use of Data Analytics tools such as Tableau, MS Power BI
- Good Understanding of SDLC, Product Life Cycle
- Gap Analysis, Requirement Elicitation & SWOT Analysis
- Python 3.0, R, SQL
- User Acceptance Testing (UAT)
- Market Research & Analysis
- Competitive Analysis
- FIGMA, ADOBE XD, Balsamiq, Canva, MS Visio
- Interpersonal, consultative and Facilitation skills
- Analytical thinking and problem solving
- Capable of delivering a high level of accuracy
- Customer Centric-Organizational skills
- Investment Management
- Knowledge of business structure
- Agile, SAFe & Waterfall experienced
- Planning and Market research skills
- Marketing and Pre-Sales
- Oral and written communication skills
- Multitasking and Experience in executing multiple projects at the same time
- PM Tools such as Slack, JIRA, Trello, Git Lab

Personal Details

Driver's Licence: Carry drivers Licences of, **INDIA, UAE-In progress**

Languages: English (IELTS SCORE : 8 (general) , British Council) Hindi, Tamil, Malayalam

Marital Status: Married