



Prashant Vats

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SENIOR PROFESSIONAL~ Product Strategy & Roadmaps, Project & Portfolio Management

Dedicated leader & product manager offering 10 years in product leadership pertaining to improving on solutions and resolving complex business issues & developing IT products from conceptualization till launch by employing effective Project Management principle

- Agile Product Development ,
- Product Discovery and ideation, Product backlog Refining , Quality product delivery
- Gained excellence in **product road mapping and lifecycle management** including value proposition and functionality, product strategy elements and product release
- Used technical and business acumen to **deliver solutions to align strategy and collaborate with Product Leaders** in development of test plans to advance integrated experience and deliver on business value
- Pivotal in **improving customer engagement with the product** through focused market research and using the resultant analysis to devise the future product roadmap
- **Strategy architect credited with implementation of plans** to reach out with unexplored ways for business expansion, capitalize on organizational growth opportunities and introduce new technical products
- Hands-on experience in **positioning different products and communicating the value proposition** through campaigns and integrated marketing programs, customer life cycle management and funnel creation
- Possess in-depth understanding of **Software Development Life Cycle (SDLC), Soft Skills**
- **Software Testing Life Cycle (STLC), Testing Life Cycle and Bug Life Cycle**
- Spearheaded multiple rolls, rendered managerial & operational expertise (**Web development, IOS, Android, API, QA, Product Management**); recognized as **People Engagement Specialist**, trained & led **cross-functional teams** and **promoted a cohesive & collaborative work culture**
- It Infrastructure Management (Setting up the end-to-end IT Teams with different department, Creating and setting up It Policy, IT security policies
- Catalogue (Category Management, Managing the complete product listing process in ecommerce)

Key Impact Areas

Strategic Product Vision / Roadmap	IT infrastructure Planning & Setup
Customer Life Cycle Management	Funnel Creations and Wire Framing
Product Enhancement/Cost Reduction	Team Building & Structuring
Brands Building/ Management	Vendor Management
Sales & Business Development	Quality Assurance & Control

Education & Credentials

- 2022: **PGDBM in IT and Project Management** from Narsee Monjee Institute of management studies.
- 2012: **Bachelor of Technology in Information Technology** from Guru Gobind Singh College of Modern Technology, Punjab Technical University
- 2008: **12th (AISSE CBSE)**, PCM with computer science from **Greenway Modern Senior Secondary School, New Delhi** as
- 2006: **10th (AISSE CBSE)** from **Greenway Modern Senior Secondary School**

Wire framing tool & UX Tools	Visio, Draw.io, Balsamiq, zeppelin, Av code, Figma
Analytics tool	GA, In-house tools, Hot Jar, firebase
Project Management Tool	Trello, Jira, Confluence
CRM Tools	Fresh Work (Fresh desk, Fresh connect, fresh chat), Exotel IVR, HubSpot, Flowlu
Testing tool	JMeter, Selenium IDE, Selenium Web Drivers, Rest Client, and Postman
Framework	Magneto, Microsoft .net, Python, Angular
API Tools	Postman, swagger
Database	MS SQL Server 2005, 2008 r2, 2012, PHP My SQL
Bug tracking tools	Mantis Bug Tracker, BT Net Bug Tracker and Bugzilla
Repository management tools	Tortoise SVN, GitHub, bitbucket
Test Management tool	Test Link
Startups	Proficient setting up start-up IT teams

Certifications

- **CSPO® Certified Product Owner**
- **CSM® Certified Scrum Master from Scrum Alliance**
- **IBM® AI For Business**
- **Foundation Level ISTQB® Certified**
- **Software Quality Testing training** from Croma campus Noida
- **.net 3.5 under 2 month's industrial training** from CMC Laxmi Nagar

Professional Experience

1: July 2021 – Present working with Delhi Academy of Medical Science as Project Manager IT

2: October 2020- July 2021 worked with TZU lifestyle Pvt limited as Program Manager IT

3: September 2015- September 2020 worked with Softage Information Technology as Product Manager

4: July 2012 – August 2015 worked with Mentis consulting Inc. as Sr. QC Engineer

Currently working: Since JULY 2021- Present: Delhi Academy of Medical Sciences as Project Manager IT (Product Owner)

Roles & Responsibilities:

- Establishing **Product development & commercialization strategy** in collaboration with stakeholders from an engineering perspective
- Setting up entirely new team of technology, support, digital marketing etc.
- Directing **strategic planning, product development and life cycle management** of several enhancement products on time and within budget; optimizing product features for effectively delivering value
- Managing **entire website, Android, IOS application and its end to-end-administration modules**
- **Understanding client's (Customers) needs & managing customization of product** accordingly and consulting with technical team to provide solutions as per the delivery schedules; Planning, designing, managing & executing **customer journey and sales funnel**
- Creating **ed tech, ecommerce sales funnel, wireframes & layout of the funnel** and **end-to-end ecommerce product**
- Defining **service standards and guidelines** as per best-practices, governance structures, best practices for software delivery life cycle (SDLC) and documentation that serve as benchmarks for excellent service delivery

- Understanding the **products and services offered by key competitors**; communicating products and services differentiation to sales and build marketing strategy
- Spearheading **business plan development, innovation, products, solutions and service technical feasibility**, architecting, platform and technology selection, technology infrastructure planning and set-up, risks and mitigation plan
- **Supervising teams** by providing clear business direction, setting personal and area objective with regular coaching and performance feedback
- Working with **CTO, CEO, Business Head, Technical Team, Marketing, Operations Team** to execute entire product workflow

October 2020 – July 2021: TZU Life Style Pvt limited Program Manager IT

Roles & Responsibilities:

- Establishing **Product development & commercialization strategy** in collaboration with stakeholders from an engineering perspective
- Directing **strategic planning, product development and life cycle management** of several enhancement products on time and within budget; optimizing product features for effectively delivering value
- Managing **entire website and its end-to-end-administration modules**
- Establishing the **product vision for business unit** while maintaining 'big picture' focus; devising overall business plan and spearheading the entire gamut of profit centre operations; contributing strategic inputs for sustained revenue growth

2015 to September 2020 SoftAge information technology pvt. Ltd as Product Manager

Roles & Responsibilities

- Establishing **Product development & commercialization strategy** in collaboration with stakeholders from an engineering perspective
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June 2012 – August 2015: Mentis Consulting INC Noida as Sr. Quality Analyst

Result Areas:

- Preparing Test Cases and executed them under all possible scenarios
- Preparing Test Plan
- Requirement Gathering,
- Performing Functional and Non-Functional testing
- Performing Performance testing
- Release Management
- Software life cycle Management
- Delivering Bug free Software
- Bug lifecycle Management

Projects Undertaken

- **Project: eMedicoz | Android | IOS | Web | EdTech, www.emedicoz.com**
- **Projects: www.vridhdy.com | Android |IOS | Web | B2B ecommerce**
- **Projects: https://10digi.com / Period: 2016 to 2020 | Android | IOS | Web | ecommerce**
- **Project: Teledoc (Document Management System)/ Period: 2015 to 2016 |**
- **Project: E-learning System (LMS Learning Management system)/ Period: 2013 to 2015**

Personal Details

Date of Birth: 27 December 1990 **Languages Known:** English and Hindi

Peranent Address: Address: 98 A, Pocket A, Dilshad Garden, New Delhi 110095

Target Location: Noida/ Delhi NCR/ Metro Cities ,
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