

Sameer Popli

Product Management | Project Management | Customer Success | Scrum Master

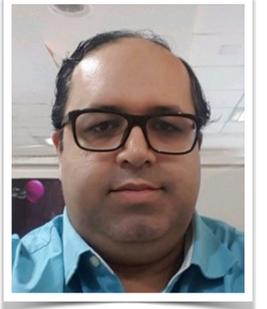
Accomplished Product Manager with over 20 years of industry experience. Proven ability to understand customer needs and priorities, converting ideas into successful products.

+91-9811575100

sameerpopli@gmail.com

sameer-popli

productify.blog



Skills and Competencies

Product Management (7+ yrs)



Project Management (15+ yrs)



Agile and Scrum (8+ yrs)



Business and Requirements Analysis (10+ yrs)



Roadmap, Backlog, Sprint & Release Planning (5+ yrs)



User Experience and Design (5+ yrs)



SaaS Products and Platforms (7+ yrs)



Communication and Presentation (15+ yrs)



Influencing, Negotiation and Prioritization (15+ yrs)



Stakeholder Management (15+ yrs)



Team Building, Leadership and Mentoring (10+ yrs)



Thrives in dynamic environments (15+ yrs)



Work Experience

Head of Product

Ampity Infotech Pvt. Ltd.

April 2021 - May 2022

Mumbai / Remote | Sports Tech

Key Highlights:

1. Led remote teams in defining and delivering new feature releases and product enhancements for a leading US-based B2B SaaS provider in sports management.
2. Resolved a complex feature enhancement stuck for over a year and worked with new Agile teams to prioritize and deliver the MVP within 2.5 months.
3. Implemented Agile Scrum methodologies, leading sprint planning, grooming, and retrospective meetings.
4. Collaborated with business to define product roadmaps, review customer feedback and prioritize issues. Created and managed product backlogs, sprint and release plans, user stories and acceptance criteria.
5. Utilized BI tools to analyze data, evaluate bug severity, and provide quantitative support for new features.
6. Designed wireframes, mockups and workflows as part of story requirements and brainstorming.
7. Coordinated with QA teams to ensure comprehensive testing coverage and reporting, creation of exhaustive test repositories and integration of test management tools.



Work Experience, contd.

Product and Business Head

AntarAkt India, Anupam Kher Foundation

Dec 2020 - Sep 2021

Mumbai / Remote | Ed Tech Start-Up

Key Highlights:

1. Led the business and product strategy as well as execution for an ed-tech platform focused on holistic personal development through online courses, workshops, coaching, and counseling.
2. Integrated third-party SaaS products and collaborated with LMS providers to launch the product MVP.
3. Developed business forecasts and investment decks and led discussions with potential investors and partners.
4. Managed back-office logistics and documentation at Anupam Kher Foundation for distributing medical equipment to needy hospitals and medical institutes during the second wave of COVID-19.

Head of Product

Hobnob Technologies Pvt. Ltd.

May 2015 - Jan 2020

Mumbai, India | Event Tech Start-Up

Key Highlights:

1. Headed entire product life cycles, from concept to launch, for 3 B2B2C SaaS products, enabling businesses to create and manage event mobile apps, community app portals and response management systems.
2. Developed and managed product requirements, roadmaps, user journeys, wireframes, sprint and release plans, user stories, and acceptance criteria; as well as product manuals and training workshops.
3. Led cross-functional Agile teams and worked closely with business and customers to launch the product MVP within three months, securing a multi-year contract with Tata Group.
4. Enabled product marketing, pre-sales and customer support initiatives. Devised go-to-market strategies to help acquire and onboard key accounts like HPE, VMware, Unilever, Siemens, Carrier etc.
5. Led product usage and end-user engagement initiatives, resulting in a consistent 80% + app adoption rates, 10M+ engagement touch-points, and more than 500 events managed within the first three years
6. Created business plans, forged new partnerships and represented the company at industry events
7. Led GDPR compliance and ISO 27001:2013 certification initiatives, first in the industry to achieve the feat

Digital Strategy Director

Shobiz Experiential Communications

Jan 2014 - Dec 2016

Mumbai, India | Experiential Marketing Agency

Key Highlights:

1. Incubated and developed new digital products in the experiential space, resulting in a new event-tech start up
2. Led the digital strategy business unit, analyzing customer insights and developing lead generation strategies, award-winning experiential properties and digital solutions for major IT clients.
3. Led GDPR compliance and ISO 27001:2013 certification initiatives, first in the industry to achieve the feat

★ Work Experience, contd.

Entrepreneur, Freelance Product Manager

Jan 2010 - Dec 2013 | Delhi NCR, India

Key Highlights:

1. Co-founded a supplementary education venture, establishing a network of 10 educational hubs and serving over 5,000 students through curated programs and workshops.
2. Led MVP development cycles for a US telco's online PBX solution, managing requirements, wireframes, user journeys, sprint plans and cross-functional teams.

Manager - Engineering

GlobalLogic India

July 2006 - Jan 2010 | Delhi NCR, India

Key Highlights:

1. Led the Business Process Automation team, identifying, automating and standardizing business processes across various business units and locations.
2. Led successful SAP ERP implementation at all company units and locations within a year.
3. Fast-tracked Agile implementation within the company by leading pilot projects.

Application Systems Analyst

Progressive Insurance Co.

May 2001 - May 2006 | Cleveland, USA

Key Highlights:

1. Led prioritization and resolution of production issues, collaborating with business and development teams.
2. Managed various product and feature rollouts, including a critical e-Signature project completed two months ahead of schedule.

★ Tools and Technologies

- Jira, Trello, Confluence, Coda, Slack
- Balsamiq, Invision
- Looker BI, Google Analytics
- Zapier, Stripe, SendGrid, Zoho Bookings
- MS Office, Google Workspace
- Knowledge of SQL, Relational Databases
- AWS and Cloud Technologies
- Web and Mobile Technologies

★ Education and Certifications

- Professional Scrum Product Owner
- Professional Scrum Master
- Google Analytics
- Master of Science in Management - Information Systems Management University of Akron, Ohio, USA, 2001
- Bachelor of Arts (Honours) - Economics University of Delhi, India, 1998