Jayabharat S

📱 +91 9865282692 / +1 (202) 670-4033   ✉ jayabharat@live.com   🌐 linkedin.com/in/deadrat

Product management leader with over 5 years of experience driving the strategy and execution of innovative products from concept to launch. Skilled at leading cross-functional teams to deliver solutions that address complex business challenges. Proven track record of increasing conversion rates and customer ROI through research-based product development and data-driven prioritisation.

SELECTED ACHIEVEMENTS

- Increased website traffic 350% through tech stack migration, UI/UX redesign, and content overhaul
- Improved new customer conversion rates 25% via product pilots and refined business strategies
- Reduced service desk ticketing time 30% and boosted customer satisfaction scores to over 90%
- Launched pioneering product for untapped industry, onboarding 7 clients prior to official release

WORK EXPERIENCE

Associate Director @ Taxilla IT Solutions, Hyderabad IN – July 2021 - July 2023

- Defined product requirements through customer interviews and managed development lifecycle.
- Analysed market landscape and trends to identify new product opportunities; managed Product Development from concept to launch
- Successfully **onboarded customers** when product was in concept stage; **Signed Up 7 clients before release** of the final product
- Established and trained a **high-performing team**; Standardised business processes through introduction of CRM and sales enablement tools
- **Launched products in new geographic markets**; Led pre-launch initiatives including assessing legal, commercial, and marketing aspects
- **Revamped** the company website: Led the migration of tech stack, UI/UX redesign, and creation of fresh content. **Increased traffic by 350%.**

Associate Director @ ValueLabs, Hyderabad IN – April 2019 to January 2021

- Led a pioneering project and launched a new pilot product for an untapped industry; Led Development of products that harnessed the power of AI/ML solutions to address their complex challenges
- Identified market opportunities and evolved product portfolio through collaborated with customers/leads, stakeholders and executives
- Led customer pilots and provided insights for refined business strategies, resulting in a **25% increase in new conversion rates**
- Ensured seamless adoption of products, driving customer success through tailored solutions that maximise their ROI

Program Intern @ CIBI, Coimbatore IN – April to May 2018 (MBA Internship)

- Enabled a cohort of 15 start-up teams in the pre-incubation phase on market analysis, product development, and business strategy
- Assessed the start-ups comprehensively to help them refine their business plan.
- Initiated and conducted educational sessions on strategic frameworks and methodologies for successful business development

Senior Consultant @ IBM, Bangalore IN – August 2015 to June 2017

- Enhanced the service desk performance through projects that **reduced ticketing time by 30%** and boosting overall customer satisfaction
- Provided top-tier customer support, serving as a primary point of contact for clients' IT concerns. Coordinated between clients and support teams, expediting issue resolution. **Achieved a consistent customer satisfaction** with average score of above 90%

Senior Manager @ LightMass, Bangalore IN – January 2014 to July 2015

- Led a team of 18 contact centre agents and 3 SMEs, managing staff performance to **achieve target metrics both individually and as a team**; Implemented targeted coaching strategies that resulted in a **35% improvement** in customer service metrics and SLA delivery.
- Initiated and successfully completed the project for creating knowledge base that helps the support agents to **address 85% of the tickets**

Consultant @ Sutherland, Kochi IN – June 2012 to September 2013

- Managed and retained U.S. customers for a major credit bureau, primarily over telephone conversation
- **Exceeded performance targets by 120%,** excelling in call quality, first-call resolution, time taken to resolve, and retention rate

EDUCATION

Master of Business Administration from Indian Institute of Management Tiruchirappalli (IIM Trichy) - March 2019

- Major areas of study: *Business Strategy*; Minor areas of study: *IT Consulting*
- *Placement team coordinator: Forged new relationships with 40+ corporates and fostered existing relationships with 65+ corporates; Handled campus placement of 540+ students*

BE Aeronautical Engineering from RVS CET, Dindigul - August 2008 to March 2012

- Project and Conduct rated *Excellent* by *Hindustan Aeronautics Limited (HAL)*.
- *Founding member & Convener of the department student body - Flying Hawks Association*

BRAGGING RIGHTS

• Helped small and marginal farmers to go digital: set-up a website and social media marketing strategy.

• Contributor for Free & *Open-Source Software* projects viz Mozilla Firefox, Fedora and XFCE

• **Organised an un-conference** on "*Using Free Software & Open Hardware*" at UDC Trichy - attended by 200 students

• **Gave guest lectures** on "Towards Digital Freedom" **at PG & Research Department** of Computer Science, Sri Vidya Mandir College, Uthangarai

CERTIFICATIONS & OTHER CREDENTIALS

• Introduction to Software Product Management ← University of Alberta

• Software Processes and Agile Practices ← University of Alberta

• Managing Machine Learning Projects ← Google

• Six Sigma Foundations ← LinkedIn

• Program Management for IT Professionals ← LinkedIn Learning

• Project Management Principles and Practices Specialization ← University of California, Irvine Extension

• Key Account Management ← LinkedIn

• Reports, Dashboards, and Customer Success ← Salesforce

• Introduction to Philosophy ← University of Edinburgh

• Machine Learning for Business Professionals ← Google

• Digital Transformation ← LinkedIn Learning

• IT Leadership Professional Certificate ← ServiceNow

• Business Transformation with Google Cloud ← Google

• Digital Transformation Using AI/ML with Google Cloud ← Google

• Career Essentials in Project Management ← Microsoft

• Career Essentials in Business Analysis ← Microsoft

• Career Essentials in Generative AI ← Microsoft

KEY SKILLS

Product Strategy | User Research | Data-driven Prioritisation | Agile Methodology | Cross-functional Leadership | Product Launch | Product Lifecycle Management | Stakeholder Management | Market Analysis | Competitive Intelligence | Technical Writing | Sales | Product Development | Marketing