

OMKAR SHUKLA, MBA

B2B SaaS Products | Platforms | Product Manager | Builder
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PROFESSIONAL SUMMARY

Highly motivated and results-oriented Product Manager with 5+ years of experience in B2B product management in healthcare industry in both mature and early-stage products. Thrives in collaborative environments, working with clients, stakeholders, designers, architects, and engineers to deliver products that delight users.

AREAS OF EXPERTISE

- B2B SaaS Product Management
- Competitive Analysis and Risk Assessment
- Agile Methodologies
- Product Roadmap Development
- Requirement Gathering & Analysis
- API Product Management
- GTM Strategy and Sales Enablement
- Stakeholder Management
- Effective Communication
- Cross Functional Collaboration

PROFESSIONAL EXPERIENCE

Associate Product Manager | February 2021- December 2023

Product Manager | January 2023 - Present

ZS Associates, Pune, India

- Ideated, designed, and developed a REST API based integration & extensibility layer that connects multiple applications to automate data, processes from concept to launch, demonstrating product innovation, collaboration, and strong leadership skills
- Experienced in working with 25+ clients including Top 10 healthcare companies to solve their commercial execution problems with innovative products and solutions designed around them
- Acted as the market-facing product expert for GTM, Marketing, and Sales teams, establishing strong two-way communication loops to align product capabilities with client needs
- Defined the product strategy and product roadmap, managing a Product Backlog of 60+ items. Maintained and tracked product line metrics to make data-driven decisions and manage changing priorities with a focus on business outcomes

Product Manager | May 2019 – February 2021

Mahindra Comviva, Bengaluru, India

- Responsible for B2B Enterprise engagement suite helping FMCG companies run marketing campaigns using telecom companies as distribution channels
- Worked with 25+ customers & sales team members to get feedback & customer needs to ensure high CSAT, conducted 20+ client demos virtually
- Worked with Agile team of 20+ development, QA, sales professionals in all the phases of product delivery including requirement gathering, development, sales, and post-sales support

Consulting Intern | April 2018 – May 2018

Deloitte Consulting, Mumbai, India

- Created & implemented project using RPA tools for automating the setup of more than 1000 Oracle Cloud ERP job sets achieving 52% cost savings
- Performed effort estimation, resource planning & allocation for automation activities Oracle Cloud & analyzed business process and automation technology landscape to identify its use cases for ERP implementation

Software Analyst | July 2014 – May 2017

Accenture, Pune, India

- Developed and optimized payment validation logic by incorporating an enhanced LUHN algorithm to check the validity of credit and debit card numbers
- Developed review and ratings module removing dependency on a third-party provider that saved significant costs

EDUCATION

Master of Business Administration, SBM, NMIMS, Mumbai | Year 2019 | 2.91 out of 4

BTech (Electronics), Vishwakarma Institute of Technology, Pune | Year 2014 | 8.50 out of 10