Arunkumar Azhagudurai (Arun)
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17+ years of Professional experience in Portfolio Management of products, applications and services for Telecom, Retail, Manufacturing, Marketing, Supply Chain, and WMS. Being a **Product Manager for 5+ years** on B2B and B2C platforms, have contributed to Product's Vision, Strategy, Roadmap, Evaluation, Development, and Launch.

What I am PASSIONATE about:
Problem Solving | Customer Management | Customer Focused Design | Market Research | Data-Driven Decision | Cross-functional Collaboration | Global Business & Strategic Planning | GTM Strategy | Digital Transformation | AGILE, WATERFALL, SCRUM | Technology Innovation | Continuous Learning | Mentoring

STRENGTH:
Design Thinking | Product Lifecycle Management | Product Strategy | Product Marketing | Leadership | Customer Journey | A/B Experimentation | Operational Cost Reduction | Product Value Improvement | OKRs | KPI & METRICS | System Design | Website and Software Development | Full Stack Engineering | | Market Mix

PRODUCT MANAGEMENT TOOLS:

Road Mapping	Pendo.io, Aha, Product Board, Product Plan
Product/Feature Management	JIRA, Monday.com, ASANA, Trello
Prototyping	Figma, Invision, Proto.io, Adobe XD
User Testing/Feedback	UserTesting, Userlytics, Qualtrics, SurveyMonkey
Onboarding	Intercom, Appcues, Pendo.io, whatfix, userpilot
Marketing	Marketo, HubSpot, twilio, Segment
Market/Competitive Research	Crunchbase, Product Hunt, Hacker News, Twitter, reddit, similarweb
Experimenting/Feature Flagging	Optimizely, Launch Darkly, AB Tasty, split.io
Session Replay	LogRocket, FullStory, Hotjar
Collaboration	Miro, Airtable, Slack, Lucidchart, Zoom, GTM, PowerPoint, Keynote
Product Analytics /BI	Mixpanel, Looker, Tableau, Power BI, Google Sheet, Visio
Knowledge Base	Zendesk, Confluence, Notion, Freshdesk, HubSpot

TECHNICAL SKILLS:

- **Programming Languages:** C#, VB.Net, ASP.Net, ADO.Net, .Net Core, HTML, CSS, XML, JavaScript, Ajax, Web service, PHP, JSON, WCF, Web API, LINQ, ASP, Mobile Development
- **Full Stack Technology:** Kafka, Docker, Kubernetes, AngularJS, ReactJS, jQuery, Go, NodeJS, Express, Python, R
- **Databases**: MS SQL SERVER (2000, 2005, 2008, 2012), Oracle 10g, DB2, PostgreSQL, MongoDB, SSIS, SSRS, DTS, MSSMS AWS - EC2, Lambda, DynamoDB, SQS/SNS and S3 RDS
- **Cloud Computing**: CloudFront and VPC, Azure - Virtual Machine, Logic Apps, Cosmos DB, Azure Function, Azure SQL, CDN, AAD, Azure Data Factory, API Management, Blob Storage
- **Modeling & Design Tools**: Object Oriented Design Patterns, Lucid Chart, TDD, EDD, OOD, DDD, Distributed Design, Microservices
- **.Net Specific Tools and Technologies**: MS Visual Studio .Net 1.1/2.0/3.0/3.5/4.0, WinForms, Crystal Report, RDLC, Entity Framework, Enterprise Library 3.1, Exception Handling, Windows and Webservice, DNN Version – 5.0/4.9.1/4.5.5/4.8.4/, Silverlight 2.0, RIA Services, IIS Server, Active Directory
- **Tools & Packages**: Microsoft BITS Manager, MS Visual SourceSafe, Visual SVN /Tortoise, TFS and Microsoft Team System, Click Once, PVCS, JIRA, Bit Bucket, Bamboo, CompuCom, Clear Case and Kintana, Azure - CI/CD Process, DevOps, and Code Pipelines, SOAPUI, Infragistics, Telerik, Component One, GIS, BMC Remedy, PhoneGap, React Native, COSIMO, HP Quality Center, PPM, SHARE, BP LOGIX, Sales Force Classic, Citrix, Swagger API Validation, POSTMAN

PROFESSIONAL SUMMARY:

- Result-driven and value-focused **Product Manager** that works towards enhancing customer experience and having the right balance between technical and Leadership skill.
- Collaborated with more than 10 squad of product managers and leaders from various cross-functional teams including Business, Executives, Engineering, Sales, Marketing, Finance, HR, and CSR, and coordinated with five business partners towards the successful launch of products.
- Experience in extensive Roadmap Planning through Product Board which aligns with the vision of the product, and as a communication strategy for Product Team, Leadership and Customers for various product line.
- Collaborated with Product Owners and Software Engineering Manager in setting up OKRs and prioritizing

Features and Epics based on RICE factor focused on Reach, Impact, Confidence and Efforts.

- Conducted various Qualitative and Quantitative research to identify potential customer needs and pain points to guide product development decisions which potentially reduced 20% of repetitive support tickets along with analysis of Brand, Demand and Awareness.
- Participated in Competitive analysis such as SWOT, Keyword, 7P, social media, PESTAL and Porter's Five Forces to focus on product differentiation, and thus identify the potential market segments and target audience.
- Worked with Product team in developing prototype or MVP to provide demos and presentation to showcase product features to stakeholders and focused on generating early feedback.
- Exposure working with Sales and Marketing team on Product Led Growth Strategy which improved Revenue Growth and Market Share. Collaborated with Management on Pricing Strategy as well.
- Experience in working with Product and Data Analyst Team to generate data pipeline strategy, data models for Data Warehouse project that might provide greater insights of key metrics for Customers and Leadership Teams.
- Started my career designing and implementing complex, user friendly and secure applications combining the latest application development and integrating products through the best practices of the software industry.
- Served as **Project lead and management for 3+ years** and involved in project planning, capacity planning, and resource allocation, calculating estimates for the defined scope of work, identifying, and mitigating project risks.
- Served as **Technical Architect for 7+ years** in designing products and applications which helps to be a Technical Product Manager if required.
- Have knowledge on founding a startup focused on social media platform for Sports that helps users to maintain free dashboard on the extra curriculum activities.
- Exposure to Digital Transformation strategy focused on Technology, People, and Team Culture.
- Being a Technology enthusiast, have a niche understanding towards the disruptive technologies such as Artificial Intelligence (AI), Blockchain, Machine Learning (ML), IoT, Cloud Computing, and so on.
- Having wide range of skillset including Management and Technology, involved in the entire evolution of product life cycle focused on Introduction, Growth Hacker, Retention strategist, and Solution Seeker.
- Extensive experience as an Onsite Lead which includes Project Blueprinting, gap analysis, Product development methods, User requirement gathering, Development process and trend Analysis.
- Overhauled the obsolete legacy source code of two production applications, resulting in increased usability and reduced run time performance by 50%.
- Streamlined the implementation process and reduced the average product delivery time from 10 days to 4 days by redefining responsibilities and improving accountability of employees.
- Evaluated organizational structures and conducted workload assessments to identify duplicate efficiency & functions; eliminated redundant processes, and thus improved IT product savings and staff efficiencies.
- Recognized for effective leadership with experience of handling major portfolios running in Managed services or Staff Augmentation model. Adept in building relationships with IT leaders, Client partners, Product Vendors and Senior Executive Level Stakeholders in US and Asia–Pacific.
- Expert in Business Development activities such as Client presentation, Proposal, RFP, RFB, Market analysis, and identifying business opportunities.
- Experience in building synergies and improving culture between onshore and offshore teams.
- Proven abilities in Customer Relationship Management, Business Transformation initiatives, Outsourcing, and Offshoring.
- Ability to work independently, prioritize work assignments, and effective self-management principles to complete assignments in an expeditious, cost-effective manner.
- Demonstrated ability to communicate effectively, both orally and in written, and build trust and transparency with management and stakeholders.

EDUCATION BACKGROUND:

- Bachelor of Technology in Electrical Engineering, PSG College of Technology, India
- Masters in Global Business, University of the Cumberlands, US
    - Blockchain Specialization
- Master of Business Administration (MBA), University of Illinois Urbana – Champaign, USA (Exp. Mar 2025)
    - Entrepreneurship and Strategic Innovation Specialization
    - Mergers and Acquisitions Specialization
    - Strategic Leadership and Management
    - Managerial Economics and Business Analysis
    - Value Chain Management
    - Financial Management

MERIT:

- **Merit Portfolio**
- **Blockchain Research Fellowship**
- **Strategic Leadership & Management Specialization -** GIES College of Business
  - Managing the Organization & Designing the Organization
  - Corporate Strategy & Business Strategy
  - Leading Teams: Developing as a Leader & Building Effective Team Cultures.

RESEARCH PAPER:

- **Industry 4.0** – The Convergence of Eight Essential Technologies & Fostering A High-Tech Future with Smart Cities

CERTIFICATION:

- **Product Management Certified**
  - Pendo - Product Management Basics Certification
  - Pendo – Product-led Certification
  - Pendo - Product Analytics Certification
  - Pendo – AI for Product Management Certification
  - Product School | Product Board – Product Strategy Micro-Certification (PSC)
  - Product School - Product RoadMap Micro-Certification (PRC)
  - Product School - Product Launches Micro-Certification (PRLC)
  - Product School | Gainsight – Product-Led Growth Micro-Certification (PLGC)
  - Product School | mixpanel – Product Analytics Micro-Certification (PAC)
- **IBM -** Enterprise Data Science in Practice
- **Microsoft Certified**
  - Azure **Fundamentals**
  - **Azure Data Fundamentals**
  - **Azure AI Fundamentals**
  - **Azure Cosmos DB Developer Specialty**
  - **Microsoft® Certified Technology Specialist**

PROFESSIONAL EXPERIENCE

Client: HH Global, Chicago, USA **Oct 2019 – Till Date**
Role: Product Manager
Employer: TEKsystems, USA
Project: PDQ - Proprietary Warehouse Management System, Vendor Tools - Label Printing External, ProMotion & ImageHaus - Business Process Management (BPM), Integration Projects: - PDQ-VALO Commerce, PDQ-VALO Procure, PDQ-Purchasing Manager, PDQ-Client systems, API Integration, Collaboration with Partners Projects, Koerber Integration Project – Hub Connect, Scheduled Tasks and Services

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Client: United States Gypsum, Chicago, USA **Jun 2012 – Sep 2019**
Role: Technical Architect
Employer: Populus Group, USA
Project: myUSG (United States Gypsum) - Sales and Marketing Applications, CRM (Web Applications) – Customer Relationship Management Application, eSite (eQuote and ePricing) Quoting System for L&W Supply, Secured Apps | Pricing Communication Tool | CGC Rebates System | CMS – Carrier Management System | USG Design Studio | Notification Service | Quote Notification Project | NAPricing (National Account Pricing) | Roofing ISR Report | SSRS Report Server, OTC Invoice Rollout - Order to Cash Management system from Mainframe to ORACLE APPS| Salesforce & Conversion Project | L&W Migration Project | Windows Server Upgrade Project

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Client: Sears Holding Corporation, Hoffman Estates, USA **Jan 2012 – Jun 2012**
Role: Technical Lead | Onsite Lead
Employer: TATA Consultancy Services, USA
Project: Business Intelligence Portals (Web Application)

Client: Motorola Inc, Libertyville, USA **Mar 2009 – Dec 2011**
Role: Technical Lead | Onsite Lead | Full Stack Engineer
Employer: TATA Consultancy Services, USA
Project: Test Central (Web and Windows Application), Motorola Global Pricing System – Online Platform – Rollout including LA, NA, Asia (SE Asia, China, and India) and EMEA, CP Pricing (Companion Products Pricing) - Global Product Portfolio Database (GPPD), ROAM (Oracle - Receivables and Order Administration System)

Client: Qwest Communications, USA **July 2008 – Feb 2009**
Role: Software Engineer
Employer: TATA Consultancy Services, INDIA
Project: Qwest Sales Support (Qwest Mass Markets - Wire Line Automation Suite, automation tools like QShare, High Speed Internet (Workflow Administration C), TSRS and Autopay (Wiser))

Client: Target Corporation, USA **June 2007 – June 2008**
Role: Software Engineer
Employer: TATA Consultancy Services, INDIA
Project: Assortment Analysis – Visual representation of Planogram of an item category and develops an assortment analysis tool

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