

PROFILE SUMMARY

Seasoned product leader with over 15 years of experience, and the last 5 years dedicated to Product Management. Specialized in developing **SaaS** Products, **Technology** Products, and Enterprise Information Systems for the **Healthcare**, **EdTech**, and **FinTech** sectors. Expertise in SDLC, software architecture, **APIs**, **QA**, **AI**, and **UI/UX principles**.

Proven track record of success in driving technology adoption and growth for large clients & traveling to customer locations in **Finland & South Africa**. Skilled in achieving product **growth** and enhancing customer satisfaction through **data-driven** decision-making and **cross-functional** collaboration.

Proficient in leveraging generative AI tools and methodologies like **SAFe**, Scrum, and Kanban, with a strong focus on strategic product road mapping and prioritization. Currently pursuing an **MBA** to further augment **strategic** capabilities and **leadership** skills.

SKILLS

Business & Strategy

Product Management | Engineering |
Product Roadmap | Product Launch |
Product Performance Tracking | User
Feedback Analysis | Competitor Analysis
Business Analysis | Industry Trends &
Best Practices | Creative Thinking |
Data-Driven Decision

Technical

.NET Tech Stack | Java | JavaScript |
HTML | SQL | REST API | MS Azure |
Microservices | LLD | HLD | Robotic
Process Automation | Gen AI | Chat GPT
| Copilot | Heygen AI | ETL Process | SSIS
| Wireframing | User Experience Design
| Google Analytics | BRMS | Semantic
Layer | Data Warehouse | Reporting |
Power BI | Jira | Azure DevOps

VEERENDRA SONTAKKE

<https://www.veerendrasontakke.com>

WORK EXPERIENCE

ParentPay India Private Limited, Product Owner

Jun 2023 – Till Date

- **Lead Technical Projects:**
Led the Next-Gen finance reporting & insights solution aimed at serving 8.5K schools in the UK, focusing on Accounts Payable, Receivables, Ledger, Cost Centers, and Banks.
- **Innovation:**
Implemented a value-proposition by leveraging user and market research data, resulting in over 50 customer enrollments in the Early Adopter Program. Adopted Generative AI tools to develop productization and training documentation
- **Requirement Gathering:**
Specified retention and satisfaction metrics to achieve an 80% target and £45m revenue target with integrated Google Analytics.
- **User Research:**
Conducted user and market research to inform product decisions and enhance customer satisfaction.
- **Project & Backlog Management:**
Utilized Azure DevOps to create and manage features and tasks, ensuring clarity and efficiency.
Approved product outcomes and deliverables to effectively showcase the product, ensuring adherence to timelines and quality standards.
- **Documentation:**
Generated and maintained comprehensive technical documentation, including productization and training materials.

ICE Mortgage Technologies, Product Manager

July 2021 – Jun 2023

- **Lead Technical Projects:**
Improved the Mortgage Technology platform to facilitate Underwriting Automation and Data-Driven decisions, leading to a revenue of \$101.4 million for 2022. Scaled product performance by 15% to accommodate the major workload.
- **Innovation:**
Drove technology product adoption, to support 25% price shift from DLI to Analyzer. Harnessed AI-powered Machine Learning for data extraction and management, perfecting data delivery to the mortgage analyzer.
- **Develop and Manage Roadmaps:**
Mapped current (As-Is) and future (To-Be) product vision with a Data as a Product (DaaP) philosophy for the Mortgage Data Management platform. Developed a product roadmap by analyzing industry trends and platform customers, facilitating the implementation of Mortgage Analyzers and Automation.
- **Requirement Gathering:**
Aligned product features such as ETL, Java Services, Mappers, and Rule Engine with the LEGO Brick Philosophy to support promotion and evangelizing efforts.
- **User Research:**
Conducted user feedback analysis to enhance loan document capture flow using Robotic Process Automation.
- **Collaboration:**
Collaborated cross-functionally with Engineering, Design, Marketing, PSO, and CSM teams to ensure seamless project delivery.

Project & Stakeholder Management

Estimation | Risk Management |

Customer Engagement | Team

Management | Cross-Functional

Collaboration | Observability Tools

ACHIEVEMENT

PAT ON THE BACK: MAY 2019

VALUE DRIVER: Nov 2019

YOU DUNNIT: JULY 2018

PAT ON THE BACK: JULY 2013

TEAM AWARD: Aug 2010

MEDIA COVERAGE

YouTube - <http://bit.ly/2STMNZk>

YouTube - <http://bit.ly/2IBMJSM>

LinkedIn - <http://bit.ly/2PKdhL5>

PUBLICATION

[LinkedIn Article on Topic: Scrum Values](#)

[LinkedIn Article on Topic: Success](#)

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JPMorgan Services India Private Limited (Pune Unit), Product Owner

February 2021 – July 2021

– Lead Technical Projects:

Directed enhancements of Data Services for the Customer Loyalty Redemption Technology Platform, focusing on customer-centric solutions and business value.

– Innovation:

Spearheaded user-research and UX design initiatives to optimize the Fin Ops Process, driving alignment with customer needs and business objectives.

Driving discovery for implementing Disaster Recovery for the Customer Loyalty Platform.

Tietoevry India Private Limited, Technical Product Owner

June 2012 – January 2021

– Lead Technical Projects:

Adapted to growth by accepting various roles – Engineer, Tech Lead, Scrum Master, Solution Designer/Architect, and Product Owner.

– Innovation:

Conducted competitor analysis during the redesigning of the Invoicing solution.

Led a build-vs-buy analysis of the BRMS, *saving \$100K/year*.

Conceptualized a peer-appreciation solution, leading to a *cost saving of \$10K/year*.

Spearheaded the ideation, architecture, implementation, and showcasing of Product Innovation for healthcare at the APGI conference – HoloLens Mixed Reality. ([Link](#))

– Coding & Architecture:

Collaborated cross-functionally to modernize healthcare reporting architecture by designing key technology enablers.

Refactored code for Dental care solution with an Object-Oriented Thought Process.

– Requirement Gathering:

Applied Value Stream Map and User Journey Map to support decision-making.

– Product & Stakeholder Management:

Achieved a 25% customer retention rate with the Population Health BI Dashboard. Conducted user research to inform product decisions and optimize user experience. Constant communication with stakeholders, ensuring alignment and engagement

– Documentation:

Generated and maintained technical documentation, supporting product usage and development.

– Project & Backlog Management:

Ensured adherence to project timelines and quality standards, achieving successful project delivery.

Authored and prioritized the backlog, ensuring the development team focused on the most valuable features.

Nihilent Technologies Private Limited, Senior Programmer

March 2010 – May 2012

– Authored code, system analysis, documentation, testing, implementation of **Auto-Provisioning services** for Digital Satellite Television customers.

– Diagnosing, troubleshooting, and resolving problems at **Production support**.

Rheal Software Private Limited, Programmer Analyst

January 2008 – March 2010

– Selected as trainee programmer from campus recruitment drive.

– Authored code fixes and enhancements for managing digital construction take-off.

EDUCATION

– **Master of Business Administration** – Appeared 2nd Yr. [*1st Year 65.5%*]

Narsee Monjee Institute of Management Studies, Mumbai [2022 – 20xx]

– **Master of Computer Applications** – 64%

North Maharashtra University, Jalgaon - [2005 – 2008]