

AMAN SHAIKH

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WORK EXPERIENCE

Change San Francisco, California
Go-To-Market Strategy Associate – Fintech June 2024 – Present

- Shaped product roadmap by developing sales enablement, marketing and channel strategies for 5 user personas, resulting in a 20% increase in qualified leads for donation payment processing platform
- Drove decision-making by analyzing 15+ competitors, evaluating products, pricing, and market positioning strategies; created a comprehensive competitive matrix to inform strategic product development
- Facilitated cross-functional collaboration between marketing, sales, and product teams, streamlining processes by closely working with CEO, resulting in a 15% improvement in time-to-market for new initiatives

Signzy Technologies Mumbai, India
Business Analyst – Fintech Oct 2022 – Aug 2023

- Led end-to-end execution of 7 projects for an AI-enabled digital onboarding product, consulting leading organizations in banking, financial services & securities, managing accounts totaling over \$950,000
- Directed agile sprints by strategically prioritizing features for our KYC platform, overseeing research, UX, design and delivery with a 97% sprint completion rate
- Collaborated with 6 cross-functional teams and provided strategic recommendations to leadership for new financial products, resulting in a 30 basis points uplift in customer onboarding
- Created Business Requirement Documents (BRDs), Business Process Models, and User Stories in Jira, effectively defining and monitoring scope and deliverables, ensuring timely release of impactful features

Neewee Analytics Bengaluru, India
Product Analyst – SaaS Dec 2021 – Sept 2022

- Drove product strategy and execution by spearheading the entire Software Development Life Cycle (SDLC) of a B2B SaaS application, fulfilling 95% of requirements on-time and earning a 'Rising Star' Award
- Implemented digital transformation (Industry 4.0) solutions for a leading motor manufacturing firm by liaising between product, engineering and business teams to enhance operational efficiency by >30%
- Managed product development lifecycle for supply chain and manufacturing modules, developing database models and queries in SQL to support API development and integration, resulting in a 3-week reduction in delivery time
- Orchestrated User Acceptance Testing (UAT) for newly developed features, ensuring alignment with customer needs and facilitating seamless integration, improving product performance KPIs and reliability

Schneider Electric Mumbai, India
Deputy Manager – R&D July 2019 – Dec 2021

- Achieved a 25% cost reduction and improved breaking capacity in new Air Circuit Breakers by leading R&D and prototyping efforts, utilizing lean and six-sigma principles
- Filed a patent named 'Plug and Play arrangement of ETU in Air Circuit Breakers' for tool-less assembly of trip units, in turn reducing safety hazards and overall cost of assembly
- Promoted as a Deputy Manager from the position of Senior Engineer and Graduate Engineer Trainee

EDUCATION

Northwestern University, Evanston, Illinois, USA August 2024 (Expected)
Master of Engineering Management (MEM), Concentration: Product Management GPA: 4.0/4.0
Coursework: Product Management, Project Management, Technology Strategy, Marketing Analytics, Finance

Veer mata Jijabai Technological University, Mumbai, India May 2019
Bachelor of Technology in Mechanical Engineering, Secretary of Student Council GPA: 3.23/4.0

PROJECTS

Product Manager, ShopWise

- Performed comprehensive business model evaluation for a coupon aggregator platform leveraging AI to optimize real-time suggestions, resulting in a 35% increase in coupon redemption rate across e-commerce platforms
- Created a detailed Product Requirements Document (PRD) with user personas, wireframes, workflows and product roadmap incorporating features to enhance the UX, increasing CLV and reducing user decision time by 25%

Co-Founder, Optimus

- Conceived and pitched a circular economy-based energy storage solution to venture capital firms and industry experts, ranking among the top four in India from over 250 global entries
- Forecasted \$1.3 million in revenue by 2030 through the application of key business principles such as market research, go-to-market strategies, risk assessment, financial modelling and cost-benefit analysis in the incubation process

SKILLS

- **Technical:** SQL, Python, Tableau, Power BI, Advanced Excel, Azure, Jira, R Programming, MS Project, Figma, HTML
- **Business:** Project Management, Product Management, Business Analysis, Customer Success, Stakeholder Management, Consulting, GTM Strategy, Communication, Leadership
- **Certifications:** Google Data Analytics, SQL Essentials, Business Foundations – Wharton, MATLAB