

Bhavya Vohra

+91 7697354666 | India | vbhavyaa27@gmail.com | [LinkedIn URL](#) | [Website URL](#)

Professional Summary

Strategic Product Manager with 3+ years of experience driving digital transformation across SaaS, e-commerce, and enterprise platforms. Proven track record of increasing user engagement by 40% and reducing development cycles through data-driven decision making and cross-functional leadership. Expertise in product discovery, roadmap prioritization, and stakeholder alignment, focusing on delivering measurable ROI and achieving product-market fit.

Core Accomplishments

- **Founded and managing BuildKIND**, a content and strategy initiative exploring sustainable design, product thinking, and conscious entrepreneurship.
- **Represented Groupsoft at NRF 2024**, the largest retail conference in the US, where I pitched product features to enterprise clients and secured a high-value client conversion.
- **Certified in SAP Customer Checkout**, enhancing expertise in POS systems and retail integrations for enterprise clients.
- **Conducted Agile training sessions** for cross-functional teams at KIND Snacks, enhancing sprint efficiency and team collaboration.
- **Led monthly IT stakeholder town halls** to align on roadmap updates, risk mitigation, and platform priorities.
- **Appointed as Research Assistant (RA) and Teaching Assistant (TA)** at Northeastern University, supporting PhD-level research and facilitating course delivery for 100+ students.

Education

Northeastern University , Boston, US - *Ms. Project Management*

Aug '22- Apr '24

NMIMS University (BSSA) , Mumbai , India - *B. Architecture*

Jul '16- Jul '21

Skills

Product Management

Product Lifecycle Management, Feature Prioritization (RICE, MoSCoW), Requirements Gathering, Functional & Non-Functional Documentation, User Flows, Wireframing, Usability Testing, A/B Testing, Stakeholder Communication, Backlog Management, Go-to-Market Strategy

Project & Program Management

Agile Methodology, Scrum, Risk Management, Project Planning, Sprint Planning, Cross-Functional Collaboration, Resource Allocation, Milestone Tracking, Change Management, Scope Management

Tools & Platforms

Jira, Confluence, Smartsheet, MS Project, Microsoft Office Suite, Tableau, Power BI, Figma, Adobe Creative Suite (Illustrator, Photoshop, InDesign, XD), Canva

Enterprise & Technical Systems

SAP VIM, SAP Ariba, SAP Customer Checkout (Certified), SQL (Basics), Adobe AEM

Professional Experience

Project and Product Manager | GroupsoftUS

May '24 – Present

Product Management

Enterprise SaaS | Compliance, Timesheet, and Data Migration Products

- **Drove product strategy and vision** for Compliance Cart, defining a 12-month roadmap aligned with market trends and customer needs, resulting in 40% reduction in support queries and a 30% faster time-to-value for new clients.
- **Owned full product lifecycle for Hourstock**, from concept to market launch, including conducting user research, competitive analysis, increasing internal productivity tool adoption by 25%
- **Led data-informed discovery process** for IDA, employing customer interviews and technical feasibility studies to develop a comprehensive product strategy, resulting in executive approval and funding for development.
- **Established customer feedback loops** using NPS surveys, user testing sessions, and usage analytics to guide roadmap prioritization, identifying 5 high-impact feature opportunities that increased platform engagement by 32%.

PMO

SAP Implementation & Portfolio Governance

- **Developed and executed strategic implementation roadmap** for IKEA's transition to SAP VIM and Ariba, identifying 15+ critical integration dependencies and creating risk mitigation plans that reduced go-live delays by 10%.

- **Established KPIs and OKRs** for implementation projects, creating executive dashboards that improved visibility into project health and resource allocation, resulting in 22% better resource utilization across 4+ projects.

Digital Project Manager | KIND Snacks (Mars)

Jul'23 – Dec '23

E-commerce | Digital Experience | Agile Delivery

- **Redesigned the e-commerce checkout experience** by collaborating with UX and engineering teams to reduce friction points, resulting in a 6% decrease in cart abandonment and improved customer satisfaction.
- **Executed A/B and usability testing strategies** for digital features and content updates, establishing clear success metrics that improved decision-making and ensured development aligned with user behavior patterns.
- **Maintained comprehensive risk register and mitigation plans** for digital initiatives, improving visibility into potential blockers and reducing escalations by 35% through proactive risk communication.
- **Facilitated Agile ceremonies and optimized backlog workflows** through structured workshops and coaching sessions for cross-functional teams, resulting in increased sprint velocity, 40% better team coordination, and improved on-time delivery.

Project Manager | Ankur & Sarvesh |

Jul '21 – Jul '22

Design Consulting | Architecture & Construction | Client-Facing Delivery

- **Streamlined end-to-end project operations** across 3 concurrent commercial design projects by translating customer needs into detailed specification documents, resulting in on-time delivery and a 40% reduction in change requests while ensuring client satisfaction.
- **Negotiated and restructured vendor contracts** to align with phased deliverables, achieving up to 25% cost savings per project.
- **Introduced operational reporting and tracking systems** (Gantt charts, RAID logs, cost trackers) with standardized review processes, and stakeholder sign-off workflows, improving visibility into timelines and approval turnaround times by 20%.
- **Revamped cross-functional communication processes** that identified unmet needs and opportunity areas and standardized workflows that resulted in 2 additional service offerings and expanded client engagements.

Associate Product Manager | Infocrats Web Solutions

Jan '21 – Jun '22

Digital Transformation | Web & Mobile Development | Client-Facing

- **Assisted in gathering product requirements and defining user stories** for client platforms by conducting stakeholder discussions and documenting use cases, enabling smoother developer handoffs and reducing requirement gaps by 25%
- **Aided in sprint planning by contributing to feature prioritization using the MoSCoW method**, helping the team align deliverables with client expectations, resulting in improved sprint focus and a 20% reduction in mid-sprint scope changes.
- **Collaborated with UI/UX designers to translate wireframes into functional specs** for 2 platforms, ensuring alignment with user needs and business goals, resulting in a more intuitive user interface and fewer design revisions.
- **Participated in client review calls and feedback sessions**, learning to iterate on product features based on real-time inputs, contributing to higher client satisfaction and a better understanding of agile delivery.