

ROHIN SHARMA

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SENIOR PRODUCT STRATEGY & BUSINESS TRANSFORMATION EXECUTIVE

Growth Mindset • Value Creation • Record-Breaking Revenue • Innovation

Senior Product Strategy and Business Transformation Executive with extensive experience in digital product strategy, product portfolio management, people leadership, and direct P&L oversight. Proven track record of driving revenue and operating profit growth, improving sales enablement, and increasing customer retention. Innovate product portfolios to achieve organic and inorganic growth and initiate high-impact strategies in alignment with organizations' core business objectives. Superior relationship building, problem solving, decision making, and communication skills.

CORE COMPETENCIES

Strategic Leadership | P&L Accountability | Growth Strategies | New Product Development
Organizational Development | People Management | Public Speaking

PROFESSIONAL EXPERIENCE

Anthem | Cary, NC

2021 – 2023

Fortune 25 company and health insurance provider that offers medical, pharmaceutical, dental, behavioral health, long-term care, and disability plans through affiliated companies.

Head of Product Development

Directed spending accounts business in Consumer Directed Healthcare (CDH). Managed portfolio of 10 products with \$50 million P&L budget. Defined strategy with executives to maximize market acceptance. Accountable for strategy development, sales support, and operations. Performed market research, analysis, and development to improve business outlook. Managed multi-tier team of 20 associates, including six directors.

- **\$5 million in profits achieved over two years** by conceptualizing, presenting, and executing high-impact business plan that focused on revenue generation opportunities.
- **\$2.5 million in operating profit growth** earned through P&L optimization and renegotiation of vendor contracts.
- **Grew membership by over one million members** by partnering with top spending accounts vendor/provider to capture lost market share and executing incentive-based market penetration sales growth strategy.
- **Saved \$1 million in customer service center operational costs** through revision of department's business model that assigned dedicated SMEs for spending accounts to Tier I calls and sent Tier II calls to vendor's call center.
- **85% annual employee satisfaction survey score** attained by implementing inclusive work environment while creating product Center of Excellence (CoE) to ensure standardization across teams and products.
- **Opened \$1 million opportunity to capture market share** and earn recognition as product space leader through development of groundbreaking product for commercial market.
- **Moderated 1:1 webinar with company's COO** that was attended and well-received by thousands of associates.

Prudential, Inc. | Newark, NJ

2019 – 2021

Fortune 100 company which provides financial products and services, including insurance, retirement planning, investment management, and more.

Director of Product Development

Led digital strategy for sales enablement and revenue growth. Provided business leadership on content marketing and product lifecycle management to align business metrics. Directed automation initiatives to increase time and cost savings. Built relationships with cross-functional executives across finance, marketing, services, and operations. Formulated competitive analysis and go-to-market strategies. Managed total of 10 personnel and oversaw \$10 million budget.

- **\$15 million Annual Recurring Revenue (ARR)** realized through reduction in customer churn, revenue retention and optimization, and effective cash flow management.
- **70% customer conversion rate** earned by breaking existing product journey to create new line of products.
- **40% efficiency in making strategic, data-driven decision making for developing profitable features** gained through creation of data lake to achieve in-depth view of customer journey.

Wells Fargo | Charlotte, NC**2016 – 2019***Fortune 100 financial services company with approximately \$1.9 trillion in assets.***Assistant Vice President of Product Management**

Led product management teams responsible for marketing analytics and insights. Created innovation platform to support digital capabilities inclusive of A/B testing, SEO, chatbot, site surveys, and DMP. Developed and monitored financial plans, wins and losses, and portfolio performance. Led Quarterly Portfolio Review (QPR) to executive leadership. Managed vendor relationships and built strategic internal relationships.

- **50% reduction in software delivery cycle** achieved by transforming chaotic environment into streamlined agile delivery framework.
- **Represented organization as speaker at vendor conference with over 1,000 attendees**, setting example to other companies on how to invest and implement marketing analytics solutions and improve brand value.

T-Mobile US, Inc. | Bellevue, WA**2014 – 2016***Third-largest wireless carrier in the U.S. with 113.6 million subscribers.***Senior Product Manager**

Directed product roadmap for organization's public site, managed E-commerce experience, and defined product vision, value proposition, and key enhancements. Owned go-to-market program and strategy to maximize market share for product launches. Implemented CRM strategies to drive engagement and reduce customer churn.

- **15% boost in gross monthly sales** realized by leading effective profit enhancement efforts.
- **Attained 10% growth in prepaid sales** through optimization of prepaid sales journey and instant activation of prepaid SIMS in partnership with cross-functional teams.

Nike, Inc. | Beaverton, OR**2013 – 2014***World's largest supplier of athletic shoes and apparel and major manufacturer of sports equipment.***Program Director**

Managed global team to accomplish global expansion of China's E-commerce site as part of company's strategy to expand and secure multi-million-dollar revenue internationally. Oversaw \$1 million program budget and team of 50 global resources. Delivered executive-level presentations to fuel decision-making process for faster turnaround.

- **\$2 million in annual revenue** gained by successfully delivering global expansion program to launch site in China.
- **Achieved maximum resource utilization** through successful strategy centered around 24-hour execution cycles.

PRIOR EXPERIENCE**PSI Services, LLC | Burbank, CA****2006 – 2012***Provides professional testing services and talent assessment solutions.***Manager of Product Development**

Led end-to-end product development. Supervised product owners, business analysts, developers, and release engineers.

- **60% boost in organizational effectiveness and productivity** accomplished through companywide implementation of tools that yielded one unified system of record and work tracking.

EDUCATION & PROFESSIONAL DEVELOPMENT

Bachelor of Science
in Information Systems Engineering
University of Westminster

CERTIFICATIONS

Executive Management Certificate – McKinsey Academy
Pragmatic Management Certification (Level IV) – Pragmatic Institute
Leadership & Management Certificate – Wharton School, University of Pennsylvania

TECHNOLOGIES

JIRA, Adobe Maximizer, Clarity, SharePoint, Microsoft Office Suite, Google Analytics, Tealium, Adobe Experience Manager (AEM), Glassbox, BluePrint, HP ALM, uTest, Python/Jython, Linux, Jenkins, FlexNet Connect, Selenium, A/B Testing, AWS, Cloud, DevOps, APIs, Confluence, Balsamiq, Salesforce, SFDC, Tableau, GSuite