

Debasish Banerjee

Product Manager

First impression leaves a lasting impression. I want to utilize my passion in providing the customer a beautiful experience that becomes part of their daily routine. My personal interests lie in Digital E-Commerce, HealthCare, and FinTech.

EXPERIENCE

Senior Product Owner

[Kaiser Permanente](#) Nov 2016 - Present

- Implemented product strategy and roadmap for customer onboarding through web portal increasing customer engagement by 25%
- Reduced customer service call volume by 15% by leading personalized mobile strategies for consumer saving the organization operational costs by \$1 million per year.
- Implemented and tracked analytics using Adobe tools to measure consumer metrics
- Drove execution across the company by working with UX, Engineering, and Stakeholders.
- Authored User Stories, Journey Maps & Visualizations, Product Vision & Scope documents.

Product Manager

[Pacific Gas and Electric Company](#) Apr 2015 - Sep 2016

- Spearheaded PG&E's Equipment Rental Management System product that increased operational efficiencies delivering equipment just in time based on ad hoc demand.
- Reduced annual costs of \$5 million by bringing the entire fleet of equipment, vehicles, and other rentals under one product.
- Manage a team of 6 members implementing test planning and execution strategies.

Senior Product Owner

[Kaiser Permanente](#) Jan 2018 - Jan 2018

- Owned product life cycle for enhanced security implementation for Kp.org's sign on and registration capabilities.
- Reduced fraudulent call volumes by 20% saving the organization operational costs of \$2 million per year.
- Defined and prioritized product backlog, influenced product roadmap and vision.

Product Owner

[Ramsell Corp](#) Feb 2014 - Apr 2014

- Assess scope and impact of business needs through analysis and completion of all enhancement specifications. Prioritized product backlog, groomed user stories, scrum standups, and retrospectives.

Senior Consultant

[Copart](#) Jul 2013 - Oct 2013

- Coordinated and managed multiple projects directed towards strategic business and other organizational objectives.

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Pleasanton, CA

SKILLS

Product Management
Project Management
Strategy
Agile Methodology
SQL
HTML/CSS/JavaScript
Wireframing

EDUCATION

Masters in Business

Administration

[Arizona State University](#)

May 2013

Marketing

Information Systems

Management

[University of Maryland, Baltimore County](#)

May 2001

CSPO

[Scrum Alliance](#)

Oct 2018

IT Analyst

Dignity Health Dec 2011 - Jun 2013

- Partnered with clients and various IT teams to identify, analyze, recommend and implement technical solutions to business challenges.
- Translated business requirement documents into functional specification and test plans.

Senior Consultant

Various Organizations Jun 2002 - Dec 2011

- Additional 8 years of Experience as a Sr. Consultant and QA Lead at Various Organizations