

JITENDRA SOLANKI

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Summary

Highly accomplished professional with over **11+ years** of proven expertise in **Product Management, Digital Strategy, and Digital Transformation** within the **Banking** industry. Recognized for driving successful product initiatives and leading digital transformation efforts. Certified Product Manager (SAFe – POPM) and Product Owner (PSPO) by Scrum.org, demonstrating a strong commitment to professional development and industry best practices. Currently pursuing AI-ML 12 months weekend offline Post Graduate Program.

Skills

Core Skills	Soft Skills	Technical Skills	Domain Skills
Product Management	Excellent Communication	Power BI, Tableau, Google Studio	Digital Banking
Digital Transformation	Problem Solving	JIRA, SharePoint, Confluence	Debit Cards
Customer Journey Design	Interpersonal Skills	Canva, Invision, Figma	Credit Cards
Project Management	Negotiation	SQL, Data Analytics	Payments
UI -UX design	Influence & Leadership	APIs	Retail Banking
Agile/SCRUM/SAFe	Visionary & Decision Making	HTML, WordPress, SEO	Business Banking
Analytics	Customer Focused	Statistics	Risk Management
Customer Research / Experience	Stakeholder Management	Machine Learning	Compliances
Product Lifecycle Management	Entrepreneurial	CRM, CMS	Bill Payments
Digital Strategy	High Business Ethics	BDD and TDD	Web Applications
Team Management	Coaching and Mentoring	UAT and Automation Testing	Mobile Applications
Innovation	Logical Reasoning	Adobe and Google Analytics	Onboarding
Budgeting and Resource Allocation	Conflict Management	Mobile & Web Applications	Current Account/Savings Account

Experience

Senior Product Manager (Freelancing)	BankSathi	<i>Bengaluru</i>	Jul' 2023 – Sep 2023
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Role and Responsibility:

- Freelancing in Product Management vertical for fintech BankSathi – lead the digital journeys, analytics, risk, regulatory, compliance & governance.
- Managed and Owned the digital channels – Mobile Application (B2B), Web Applications (B2B and B2C), and Corporate Website.
- Managed and Launched a new B2C digital product like Amazon for Financial Products with Credit Card product.
- Lead a team of 3 resources directly (APM, Designer and Intern) in launching new digital products and enhancements.
- Formulated actionable insights to optimize customer journeys, resulting in heightened conversions, increased revenue, and streamlined cost-to-serve.
- Talent Acquisition – building the team by resourcing top talent from the Fintech industry

Director – Business Analytics	Transworld Systems Incorporated	<i>Bengaluru</i>	Jan' 2023 – Mar' 2023
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Role and Responsibility:

- Managed and led a digital team of 7 members in executing multi-channel digital communication strategies (Emails, SMS, Push Notifications, Web Portal, etc.).
- Analyzed data, contact trends, conversions, and consumer behavior to identify improvement opportunities.
- Made strategic decisions to address strategy, content creation, customer experience, analytics, and product management, aligning with business objectives.

Senior Digital Product Manager	Wells Fargo	<i>Bengaluru</i>	Nov' 2020 – Jan' 2023
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Role and Responsibility:

- Senior Digital Product Manager in the newly formed SDI team.
- Managed digital journeys for Consumer and Small Business Banking.
- Owned business funnel, including metrics, KPIs, and targets.
- Led Agile scrum team, overseeing product management and driving digital roadmap.
- Collaborated with UX, product management, development, and stakeholders for prioritization and solutions.
- Assisted in developing consistent short-term roadmaps (3-6 months).
- Reported key results aligned with business objectives.
- Established standards for epic and story writing with other practitioners.
- Guided teams through quarterly planning process.
- Ensured consistent backlog alignment with prioritized business goals across teams.
- Monitored industry trends, competition, and customer feedback for feature ideas and innovation.
- Hired, groomed, and managed talent through campus placements (IIMs and ISB) and lateral hiring.

Significant Highlights:

1. Successfully launched a new customer onboarding platform on Web and Mobile for the Small Business segment, attracting over **20,000+ new customers** monthly.
2. Significantly **reduced** the customer application journey TAT from **over 50 minutes to just 18 minutes**.
3. Achieved a remarkable **increase** in the auto-book account opening rate **from 2% to 28%**.
4. Enabled new customer journeys and use cases through enhanced UI/UX and Analytics, resulting in a **70% improvement in the NPS score**.
5. Reduced customer **drop-offs from 53% to 18%**.

Awards and Recognition:

1. Received the Star of the Quarter award for Q3, 2022.
2. Earned the highest annual performance rating during the annual review for 2022.
3. Recognized with the Strongest Team award for Q3, 2021.

Product Manager – AVP	HSBC	<i>Bengaluru</i>	Aug' 2018 – Nov' 2020
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Role and Responsibility:

- Lead end-to-end solution ideation and selection, considering trade-offs, business architecture & customer research
- Develop product features through competition analysis, research, and understanding hidden customer needs
- Define product roadmap and manage product management life cycle
- Stay updated on market trends, bring in external insights, and apply innovative thinking to solution design
- Orchestrate Agile delivery of customer & colleague outcomes, reducing bureaucracy and increasing experimentation
- Manage stakeholders from Risk, Compliance, Legal, Marketing, IT, and Design to achieve goals and foster a change mindset
- Assist marketing team with go-live strategy, communications, and offers
- Provide training to Support Team leads for smooth BAU transition and assist with customer issue analysis
- Prepare weekly analytics dashboard for senior management highlighting achievements
- Achieve benefits outlined in the business case, such as cost reduction, revenue increase, strategic goals, and analytics/adoption
- Contribute thought leadership by creating research papers on the latest technologies and trends in banking

Significant Highlights:

1. Managed and owned Product Strategy and Development as a Product Manager in a cross-functional and global setup, collaborating between the UK, India, and China, following Agile methodology.
2. Successfully **launched a new Business Banking Mobile app** for UK business banking customers on iOS and Android platforms within a record time of 7 months. Garnered more than **250,000+ downloads** with a rating of **4.6 stars**.
3. Created and managed an **end-to-end analytics** dashboard using Adobe Analytics to track key performance indicators (KPIs) and adoption, resulting in valuable insights.

4. Implemented **Virtual Assistant (Chat Bot) and Mobile Messaging (Live Chat)** functionalities within the mobile app, leading to a significant **40% reduction in contact call center volumes**.
5. Introduced Mobile Cheque Deposit feature, '**Scan & Pay**,' on the mobile banking app during the Covid lockdown, facilitating the deposit of **6,000 cheques in the first 2 months alone**, with a total value of **1.5 million GBP**.

Technical Product Manager - AVP

Yes Bank

Mumbai

Aug' 2015 – Aug' 2018

Significant Highlights:

- **Successfully launched** the following initiatives:
 - **New Internet Banking platform (OBDX)** for retail customers with enhanced UI-UX design and functionalities
 - **Yes Bank Credit Cards** on Net Banking within a record time of 7 months – **200K customers in 1 quarter**
 - **Debit Cards services** on Net Banking and platform
 - **Click2Happiness – Preapproved Personal Loans** on Net Banking – **disbursed 4Cr in first 2 months**
- Revamped the **Bill payments** functionality on Internet Banking platform with enhanced UI/UX
- Automated Payment Gateway transactions reconciliation, resulting in a reduction of **(TAT) from 4 hours to 20 minutes**.
- **Awards and Recognition:**
 - Best team of the Quarter Q1 in 2016 and 2017 and Star of the Month for February 2017

Senior Manager

Kotak Mahindra Bank

Mumbai

Jun' 2012 – Aug' 2015

Significant Highlights:

- Successfully launched the following initiatives:
 - **Kotak Bharat Banking app** for Android.
 - **Kotak Hashtag Banking**, enabling banking services via Twitter.
 - **Bill payments and Automation via IVR** (Interactive Voice Response) system – **cost saving of INR 90K pm**
 - Led the **Gamification** initiative for Kotak Customers and played a key role in the integration of Kotak and ING.
- **Awards and Recognition:**
 - Finnoviti-2014 Award for the successful launch of the Instant Balance Check service.
 - Asian Banker's 'Best Self-Service Banking Project Award' CCB (Courtesy Call Back) project.

OTHER EXPERIENCE

Founder of Launch2rise (www.launch2rise.in)

- Launched a dedicated blog/portal to help students across the globe with Live Projects and Internship opportunities.
- 10,000+ student network, 200+ students benefitted
- Launched two courses on Udemy.com on Product Management certification, 50+ paid users.

ROLES ACROSS THE CAREER

Product Strategy and Development:

- Conducted problem analysis using customer research, data analysis, and RCA to drive product decisions.
- Defined product requirements based on competition analysis, research, and customer needs.

Product Management and Roadmapping:

- Developed and executed digital product roadmaps across multiple product lines and services.
- Prioritized features, prepared business cases, and obtained approvals from key leaders.
- Managed end-to-end product lifecycle, including UI/UX collaboration, sprint management, releases, and stakeholder engagement.
- Gathered requirements through EPICS, features, and user stories, ensuring alignment with functional and technical specifications.

Program/Project Management:

- Led Agile delivery of customer and colleague outcomes, promoting experimentation, risk management, and efficient project completion.
- Developed roadmaps, tracked lifecycle, and ensured timely project delivery within budget, reporting issues to clients and management.

- Optimized technical stack and automated back-end processes for seamless end-to-end straight through operations (STP).
- Managed overall Digital Transformation in Banking.

Go-To-Market/Launch/Post Launch Activities:

- Collaborated with Marketing Team to develop go-to-market strategies, communications, and promotional offers.
- Provided training to Support Team Leads for smooth business-as-usual (BAU) transition and assisted with customer issue analysis.
- Achieved desired benefits, such as cost reduction, revenue increase, and strategic goals outlined in the business case.
- Prepared weekly analytics dashboards for senior management, showcasing product achievements and leveraging relevant metrics.
- Monitored and communicated P&L performance by tracking digital acquisition and customer engagement

Thought Leadership and Innovation:

- Conducted research on emerging technologies and trends in banking, finance, and technology domains.
- Contributed new ideas, trends, and insights to leadership, facilitating strategy development and market awareness.

Team Building and Management:

- Recruited talent from premium institutes like ISB and IIMs, strengthening the organization.
- Built and mentored cross-functional teams, fostering proficiency in product and project management best practices.

EDUCATION

- **2010-2012: MBA in Marketing** from Symbiosis University – SCMHRD, Pune
- **2005-2009: B.Tech. in Civil Engineering** from National Institute of Technology (VNIT), Nagpur

CERTIFICATIONS

- **2023:** AI and ML for everyone (4-Weeks online course)
- **2023:** Business Analytics and Data Science (20+ hours online course)
- **2022:** Certified SAFe Product Owner/Product Manager (POPM)
- **2021:** Professional Scrum Product Owner I by SCRUM.ORG
- **2020:** Blockchain and Fintech certified by TalentSprint India
- **2019:** SQL and Python complete Course - Udemy