IMRAN NAQVI

SENIOR PRODUCT MANAGER

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👤 imrannaqvi.org

PROFESSIONAL PROFILE

Senior Product Manager with 10+ years of experience in product management, data analytics and agile methodologies. Proven success in leading end-to-end stages of product development life cycle (opportunity identification, product vision, business case, go-to-market strategy, requirements gathering, product build, product launch, and post-launch outcomes). Strong business and technical acumen. Excellent communication and presentation skills. Ability to influence at all levels of management.

IMPACT

- 200+ Product Features successfully implemented on-time
- $18 million+ in project funding secured
- 15 pt. improvement in NPS
- 90,000 calls reduced per year ($1,720,000 savings annually)

SKILLS

- Product Management
- Product Ownership
- Agile Methodology (SAFe)
- Business Case Development
- Project Management
- Opportunity Identification/ Ideation
- ROI Quantification
- KPI Development & Reporting
- Operational Playbooks
- Sprint Planning & Prioritization
- User Story Grooming
- Customer Experience (VoC)
- Innovation & Venture Design

PRODUCT MANAGEMENT ROLES

Senior Product Manager, Voice of Customer Analytics

Blue Cross Blue Shield | Aug 2017 - Current

I lead the Voice of Customer Analytics Product Development team at Blue Cross Blue Shield. My team has implemented enterprise applications, business intelligence tools, data workflow automation processes, analytics data marts, KPI dashboards and more. We partner with businesses to identify & define product initiatives, build the product roadmap, and create business cases with positive ROI.

- Drive product ideation, vision, and business strategy
- Lead end-to-end technical product implementation (agile SDLC)
- Build partnerships with key business leaders and dev teams
- Own large portfolio of measurement & analytics capabilities
- Remove product development blockers (business and technical)
- Create business cases and secure project funding

Product Manager, Mobile App Product Development

GEICO | May 2014 – May 2017

At GEICO, our team built the top-rated mobile app in the insurance industry (kept rank for multiple consecutive years), As a product manager, I established a product development process which used customer insights to prioritize mobile app features and user stories in the backlog. This process had positive impacts on app ratings and overall customer satisfaction (OSAT) with the mobile app.

- Define and launch mobile app product enhancements
- Measure customer feedback around product usability
- Partner with scrum teams and developers to prioritize backlog
- Build integrations for BI tools and survey platform

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AWARDS

Clarabridge CXC Diamond
Leader in customer analytics
strategy and execution
May 2019

Clarabridge CXC Luminary
Leader in customer analytics
innovation
May 2018

TECHNOLOGY

- Power BI + Tableau + Clarabridge Analytics
- Control-M Workflow Automation
- Oracle Analytics Cloud
- SQL (Toad Data Point + Hue)
- Hive Databases
- IVR Technologies (Nice + Call Copy)
- React Applications
- Salesforce
- Voci Natural Language Processing (NLP)
- Qualtrics + Medallia + Decipher

EDUCATION

Bachelor's Degree, IT
Rutgers University
October 2013

Certified Product Leader ™
Product School
May 2024

PRIOR PROFESSIONAL EXPERIENCE

Product Owner, Legacy Systems Modernization

GEICO | Jan 2014 – May 2014 (rotation)

- Manage daily agile meetings with scrum teams
- Coordinate SDLC tasks with developers and analysts
- Produce reporting on agile metrics
- Create and maintain project level work plan with key milestones

Security Analyst, Enterprise Application Security

GEICO | Oct 2013 – Jan 2014 (rotation)

- Review enterprise applications for security vulnerabilities
- Audit system integrations and identity management processes

Security Engineer, IT Systems

Atlantic-IT.net | Jun 2012 – Jun 2013 (internship)

- Provide comprehensive IT infrastructure services to SMBs
- Build servers, configure firewalls, and migrate user profiles

Web Designer, Academic Departments

Rutgers University | Oct 2009 – Jun 2012 (internship)

- Design and launch websites for academic departments