

VIVIDH SHARMA

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SUMMARY

Senior Digital Product Owner / Product Manager with 10+ years of experience delivering complex digital products within a global banking environment and large-scale consumer platforms (Aviation and OTT). Owned end-to-end product strategy, roadmaps, and business cases for multi-market wealth, affluent, rewards, and loyalty initiatives, with accountability for investment decisions, benefits realisation, and post-launch performance.

EXPERIENCE

Standard Chartered Bank | Senior Digital Product Owner

Oct 2021 - Present | Singapore

- Delivered 40+ tactical optimisations and 3 key digital journeys within the Customer Engagement & Experience tribe, contributing to an increase in digital sales penetration from 63% to 68% across Singapore and Hong Kong, and a cumulative **revenue uplift of USD 50M+**.
- Created a **Global Wealth Content Hub** platform to allow the CIO team to author wealth advisory content and serve it as **personalised, actionable investment insights** based on client product holdings over key digital and hybrid channels: mobile app, website, EDM and RM-assisted.
- Identified gaps in customers' awareness of earned rewards and fragmented redemption journeys as key drivers of low digital engagement; proposed and led the launch of a consolidated Digital Rewards Hub, resulting in a **23% increase in average session time** and USD 3.6M in cross-sell revenue.
- Owned end-to-end business case, investment justification, and benefits realisation for digital initiatives delivering USD 19M in incremental annual revenue, including squad cost estimation, funding approval, and post-launch performance tracking.
- Partnered with cross-functional teams (Engineering, Digital, Legal & Compliance, Marketing, External Vendors) to align multi-market product roadmap with team OKRs and bank's strategy.
- Mentored 3 Associate Product Owners within the tribe on standardised backlog management practices, leading to a reduction in scope creep and a 15% increase in the squad's Say/Do ratio.

StratAgile Pte. Ltd. (Client - Standard Chartered Bank) | Digital Product Owner

Jan 2019 - Sep 2021 | Singapore

- **Led a multi-market web transformation initiative** for the Retail, Affluent, and Business Banking segments, serving **7.6 million customers** across Asia, the Middle East, and Africa (AMEA), increasing digital sales for retail products from under 50% to **68% penetration** within a year.
- Ideated and implemented capability and process improvement for managing product catalogue for the SC Mobile app by transferring ownership directly to the product and marketing teams, reducing the turnaround time from 7 days to virtually instant.
- Scaled the digital product roadmap scope by 10x through successful delivery of high-value transformations, resulting in expanded vendor partnership.

Accedo Technologies Pvt. Ltd. | Software Engineer 2

Mar 2017 - Oct 2017 | Singapore

- Developed and enhanced features for the SonyLiv mobile application, which has a reach of 25 million+ active monthly consumers.
- Worked with the client, Sony Pictures Network India, beyond the technical requirements to identify macro-trends in the OTT industry and key consumer challenges specific to India. This garnered internal appreciation from management teams both from the client and Accedo.
- Maintained communication with key project stakeholders by providing them with project status reports and outlining potential risks, ensuring high-quality builds and timely delivery.

Coforge Ltd. (Onsite with client - Emirates Airline) | Test Engineer

Jan 2014 - Feb 2017 | Dubai, U.A.E

- Worked in the Emirates Innovation Lab team as an IT Innovation Consultant, identifying gaps and opportunities across the value chain, and presenting ideas to key business stakeholders and internal customers.
- Developed and enhanced features for the Emirates Airline commercial iOS application, which has over 1 million active monthly users and up to 1,400 daily bookings, generating an average of AED 1.3 million in weekly revenues.
- Initiated and led test automation for the Emirates website and mobile applications, reducing manual testing efforts by up to 30%.

EDUCATION

Masters of Business Administration | Specialisation - Information Technology Management

SP Jain School of Global Management (Degree Issued - Australia)

Jan 2018 - Dec 2018 | Dubai, Sydney, Singapore

Bachelor of Technology | Specialisation - Computer Science and Engineering

Sharda University

Aug 2009 - Aug 2013 | New Delhi, India

SKILLS & METHODOLOGIES

- Core Competencies: **Product Strategy & Roadmapping, Stakeholder & Regulatory Management, Agile Delivery**
- Methodology: **Agile - Scrum & Kanban**
- MarTech: **Adobe Analytics/Google Analytics, Adobe Target, AAM, CDP, ACM, Pega RTIM**
- SEO & CRO: **Content Square, Figma, Google lighthouse, Core Web Vitals**
- Agile Tools: **Azure DevOps, JIRA, Confluence, Trello, Mural**
- Certifications: **SAFe 5 Product Owner (CSPO) - Aug 2021; IC Agile - Agile Product Ownership - Sep 2023**