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Al Futtaim Digital
Dubai, UAE
Oct 2017 - Current

RAMEEZ KAKODKER

Sr. Product Manager

With over **30 ecommerce sites & mobile app launches**, and **9 years of product management** experience, I bring to the team a *modern* understanding of the retail ecosystem & product delivery – focused on the customer, business, and marketing stakeholder experience – through Agile processes.

Relevant Experience

Sr. Product Manager

Led a team of 6 mobile developers and 2 product managers to deliver:

1. Mobile apps for Food Delivery for Marks & Spencer in Dubai, Singapore & Hong Kong.
2. Optimize the app to generate **4x revenue** – optimizing the operations, user experience, and product assortment.
3. Help the PMs align their roadmaps and stakeholders, assisting in the implementation of SCRUM methodologies to ensure **20 new feature launches in 6 months** using data for feature prioritization
4. Work with the business stakeholders to identify & implement strategic opportunities (COVID scenario optimizations) – raising **revenue by ~50%** and **AOV by 30%**

Product Manager – Checkout & Payments

Worked with the UX, Central Payments Team and the brand stakeholders to:

1. Formalize the checkout journey (web & mobile) for all the AFG brands (Toys ‘R Us, ACE, KIABI, Reebok and Homeworks) – achieving **CRs of 1.9-2.3%**
2. Optimized the Payments roadmap by focusing on relevant technology, **reducing costs by ~40%** and improving revenue.
3. Worked with the brands to find offline opportunities to **improve conversions by ~35%**.
4. With A/B testing, worked with the UX team to identify and improve on the checkout journey (**CR ↑ 25%**)

Landmark Group

Dubai, UAE

Aug 2014 – Aug 2018

Product Manager – Loyalty (Shukran)

Loyalty Programme - Shukran

1. Managed the loyalty program at the store, digital and ecommerce level.
2. Launched Instant Member Enrolment
Registrations ↑150%, Time to Signup ↓ 2mins v/s 14 days)
Improved valid data by **over 80%**
3. Launched Ambassador App
Improved brand specific retention **by 20%**
4. Worked with internal & external stakeholder to prepare & execute digital roadmaps

Arvind Internet

Bangalore, India

Dec 2013– Jun 2014

Product Manager – eCommerce (Creyate.com)

Defined and released the MVP for Creyate.com – a clothing website for made-to-measure clothing. Focused on the user experience, operations & manufacturing process.

Lenskart.com

Delhi, India

Apr 2012– Dec 2013

Product Manager – eCommerce

Managed and groomed the commerce backlog for a team of 40 developers. Focused on the customer journey – simplifying the process of buying eyewear online.

Education

Bachelor of Engineering

Electronics & Communication Engineering

Project: RFID based attendance automation. Responsible for the digital aspect of the attendance capture and reporting.

Certifications/Skillsets

Advanced Analytics Certification

Using Big Query, Google Analytics and Data Studio to extract customer behaviour online.

Product

Skillsets

Data

A/B Testing

SCRUM

CRM

Loyalty

Agile

Technology

Skillsets

JavaScript

Node.js

SOA

MSA

Python

AI/ML

Other

Interests

Writing

Organizational Behavior/Psychology

HID

Photography