# PRAKHAR RANJAN

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## SUMMARY

A Product Management professional pursuing Engineering Management at Duke University skilled in cross-functional collaboration, prioritizing roadmaps, and championing user-centric design through research integration.

## EDUCATION

**Master of Engineering Management** | Duke University | CGPA: 3.90 — Aug 2023 – May 2025
Subjects: Product Management, Design Thinking, Strategy, Finance — Durham, United States

**Bachelor of Engineering** | Birla Institute of Technology, Mesra | CGPA: 3.6. — Aug 2014 – Jun 2018
Subjects: Engineering Design, Data Structures, Marketing — Ranchi, India

## WORK EXPERIENCE

**Intern, Chief Revenue Office** — Jun 2024 – Present
*SAP Americas Inc.* — Durham, North Carolina

- Led cross-functional team in developing AI-powered chatbot, resulting in ~30% improved field team efficiency and ~25% increase in customer story utilization. Defined product vision, prioritized features, and drove implementation to enhance data accessibility and query response accuracy.
- Spearheaded customer insights platform, orchestrating faster story discovery and ~12% uplift in post-sales.
- Drove strategic product decisions by spearheading competitive analyses, projecting ~6% market share growth.
- Collaborated with product management and customer success teams, driving the design and development of APIs that enable seamless integration between systems, enhancing user experience and optimizing system interactions.

**Student Consultant** — Jan 2024 – Apr 2024
*Buddi Brand Inc.* — Durham, North Carolina

- Expertly crafted over 300 user stories with a detailed acceptance criteria to guide the Agile development of a new SaaS platform, resulting in 40% reduction in time-to-market and a 25% increase in customer satisfaction.
- Led usability testing and roadmap refinement of MVP through iterative process, ensuring user-centric delivery.

**Associate Consultant, Product** — Nov 2022 – Jun 2023
*Stellium Consulting Pvt. Ltd.* — Bengaluru, India

- Spearheaded product enhancements in SAP S/4 HANA TM freight calculation module through iterative cycle management, delivering 13% trucking cost reduction & $500K annual savings through workflow optimization.
- Authored comprehensive Product Requirements Documents (PRDs) and orchestrated a smart-form design overhaul with real-time reporting capabilities, applying Agile methodologies to streamline business processes and enhance operational efficiency, thereby saving 29,000 annual labor hours and achieving $80,000 savings.

**Strategy Consultant, Delivery** — Jul 2019 – Oct 2022
*Urvara Agro Biotech Pvt. Ltd.* — New Delhi, India

- Orchestrated 3-year product roadmap through customer segmentation and market research, driving seed business expansion in India, adding $20,000 in revenue through market validation.
- Conducted competitive data & benefit analysis to optimize pricing for 12 SKUs, thereby boosting profits by 9%.

**Business Analyst, Product** — Jun 2018 – Jun 2019
*Stellium Consulting Pvt. Ltd.* — Bengaluru, India

- Orchestrated truck allocation optimization through A/B testing with over 50 users, reducing costs by ~$4.8m, boosting completion rates by 36%, and decreasing accidents by ~20% through data-driven KPI integration.

## PROJECTS

**Route Optimization for Sustainable Waste Management System** — Jul 2017 – May 2018

- Optimized waste-collection route by ~14% for a Municipal Corporation using R, and saving $6100 in fuel costs.

## SKILLS

**Business:** Critical Thinking, Customer Research, Design Thinking, Project Implementation, Agile Frameworks
**Technical**: Tableau, Jira, Power BI, SAP S/4 HANA, Python, SQL, R, AutoCAD, Microsoft Office Suite, Notion
**Certifications:** IBM DesignThinking, Google UX Foundation, Microsoft Generative AI, Udemy-100 days of Python