

SHIPRA GOYAL

Product Manager



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📍 Bangalore

EXPERTISE

- Business Analysis
- Requirement Management
- Stakeholder Management
- Product Management
- Product Roadmap
- Product backlog
- Product Vision
- Agile - Scrum, Kanban
- PaaS, IaaS Integration
- iflow, cXML, JSON, XML

CERTIFICATIONS

- CSPO certification by Scrum Alliance | Aug 2023
- Product Management Certification from Duke CE | Duke University | Jan 2020
- S/4HANA Training in Cloud Integration Gateway (CIG) | SAP | Aug '19
- Certification in Procurement Transformation with SAP Ariba and SAP | SAP | Jun '17

Product Manager in SAP with 14 years of experience in various roles across Procurement products like Ariba Supply chain collaboration, Ariba Network, Ariba Sourcing, and Integration. Having multi-faceted customer centric experience across teams like Product Management, Product Success, Engineering/ Development, Digital Business services (DBS) and Ariba Centre of Excellence.

WORK EXPERIENCE

SAP Labs India, 2022-Present | Product Manager

SAP America, 2018-2022 | Senior Solution Specialist

SAP Dublin, 2017-2018 | Senior Product Specialist

Ariba Technologies, 2014-2017 | Quality Specialist

New India Assurance, 2010-2014 | IT Specialist

PROFILE SUMMARY

Product manager with a proven track record of leading cross functional teams to deliver successful product launches

Skilled in market analysis, user research and product development methodologies

Adept at bridging the gap between technical and functional stakeholders to ensure product success

Experienced in Agile development methodologies and leading teams through entire product lifecycle

Comprehensive grasp of the customer environment to effectively address their challenges, ensuring an optimal customer experience.

Adept at recognizing the business impact of an issue and prioritizing its resolution to secure the appropriate level of support.

Experienced in major incident management

Proficient in maintaining meticulous attention to detail to uphold product quality throughout the entire release cycle, ensuring a defect-free release.

Good domain experience in Procurement & Supply Chain, Public sector Banking and Financial Services.

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SAP EXPERTISE

- SAP Integration Suite Managed Gateway (CIG)
- SAP Ariba Sourcing
- SAP Ariba Contracts
- Ariba SLP
- SAP Ariba Supply Chain Collaboration
- SAP Business Network
- SAP Ariba Buying and Invoicing
- SAP S4HANA Cloud
- SAP ERP

TOOLS

- JIRA
- Confluence
- Aha
- Figma
- Mural
- Qtest
- ServiceNow

EDUCATION

Bachelor of Engineering
Jai Narain Vyas University |
Jodhpur, IN
2005-2009

PERSONAL DETAILS

Date of Birth: 10th Aug 1987
Marital status: Married

ROLES AND RESPONSIBILITIES

Responsible for conducting market research to understand customer needs, preferences, and trends then analyze market data and competitive landscape to identify opportunities and threats, informing product strategy and decision-making

Collaborating with UX designers to create intuitive and user-friendly product experiences by defining user personas, conduct user testing, and iterate on designs to optimize the user experience and maximize product adoption.

Own the product roadmap and met 96% of all feature deadlines by identifying and mitigating any roadblocks

Creation of user story acceptance criteria to get buy-in from stakeholders and refined those stories with scrum teams

Manage and re-prioritized the product backlog to align with cross team timelines and budget constraints, resulting in coming under budget

Own the planning and scheduling of two-week sprints and articulated the product vision to engineering, resulting in hitting 95% of product goals defined at the start of the year

Product owner for SAP's strategic sourcing big rock items, having multiple potential customers interested in the new solution

Responsible for tracking key KPIs to evaluate product performance and success by analyzing usage data, customer feedback, and market trends to identify areas for improvement and optimization, driving continuous product iteration and enhancement.

Managed customer escalations resolving issues promptly & meeting SLAs, which boosted subscription renewals.

Report frequent escalation updates to customer project steering committee and global product leadership teams, resulting in increased customer satisfaction and subscription renewals.