

Contact

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www.linkedin.com/in/sidharthapooboni (LinkedIn)

Top Skills

Product Planning
Regulatory Compliance
Software Product Management

Languages

Telugu (Native or Bilingual)
Hindi (Professional Working)
English (Full Professional)

Certifications

Career Essentials in Generative AI by Microsoft and LinkedIn
Microsoft Certified Technical Specialist
Design Thinking: The Beginner's Guide
NSE Certified in Financial Module

Sidhartha Pooboni

Product Manager @ WSAudiology
Hyderabad, Telangana, India

Summary

I am a Product Manager with 14+ years of experience building digital experiences. My journey so far has been filled with moments of learning with a focus to improve and iterate.

My focus areas : Data, People, Design and Customer experience

In my previous roles, I have worked with large enterprises to help them realize their key digital imperatives and Business KPI's. Have collaborated with the Client Product managers & product owners to incrementally & iteratively build scalable digital platforms & products.

I specialize in Product vision & strategy, Product backlog & roadmap planning, Sprint planning & execution, Business analysis, Product analytics and requirement analysis. I have proficiency in Market & User research, identifying the personas, drawing out CJM, creating prototypes, MVP definition and End-user testing.

I have started my career as a Technical SME working on monolithic systems with exposure to Web application. As time progressed, have explored Business development, Digital consultant and Product owner roles.

Skills / Specialties: Product Management, Product backlog management, Product roadmap management, Product lifecycle management, Design Thinking, User research, Market research, Persona creation, CJM, Wire framing, Prototyping, MVP creation, Digital Strategy, Digital Consulting, Customer Experience, Business Analysis, User Experience Strategy, Mobile applications, Business Development, Business Opportunity Analysis

Domain Experience : Retail Banking, Cards & Payments, Digital (Web & Mobile) Banking, Travel & Hospitality

I am reachable at Sidhartha.Pooboni@gmail.com and
+91-9703600075

Experience

WSA – Wonderful Sound for All

3 years 1 month

Senior Product Manager

February 2026 - Present (7 months)

Hyderabad

Product Manager

August 2023 - February 2026 (2 years 7 months)

Bengaluru

Quixy

Product Manager

June 2021 - August 2023 (2 years 3 months)

Hyderabad, Telangana, India

Cognizant

7 years 3 months

Product Manager

October 2017 - June 2021 (3 years 9 months)

Greater Hyderabad Area

- Improved DAU by 20% (~650+ K users) and NPS score to 8 overall (~200% up YoY) on Mobile banking platform over 12 months in collaboration with other Product owners & Client product managers
- Delivered Voice banking module (Bill management & payment feature) for ~1.5 M pilot users for a large bank
- Accomplished 40% faster GTM and 20-25% cost savings from Product features & roadmap refinement by conducting market and user research in collaboration with the Client Product managers
- Organized 2 Hackathons and generated 13 new consumer banking ideas. Coordinated with the Technical teams to build working prototype
- Collaborated with Tech team to orchestrate and define enhanced API structure (YAML) for frontend Mobile app & Web application consumption
- Mentored and led a team of 24 high performing individuals across Programs & Pre-Sales functions resulting in incremental revenue pipeline of ~12 M in addition to 20+ successful project implementations during 2019-20

Sr. Manager - Business Analysis & Business Development
October 2017 - April 2019 (1 year 7 months)
Hyderabad Area, India

Manager - Business Analysis & Business Development
April 2014 - October 2017 (3 years 7 months)
Hyderabad, Andhra Pradesh

- Respond to crucial RFP/RFI from both public and private sectors across verticals
- Adopt consultative selling approach to identify and solve industry specific client situations
- Analyze and shortlist vertical specific use cases & solutions to conceptualize and take to market
- Extensive Market & User research to back the Digital solutions pitch to clients
- Cross-pollinated ideas and experiences from across verticals to provide holistic solutions
- Crowd-source, brainstorm, ideate and build high impact proof of concepts

S P Jain School of Global Management
Global Master of Business Administration
May 2013 - May 2014 (1 year 1 month)
Dubai, U.A.E

Mid term Project : Mobile Product development for University students in ANZ region (Aug'13 - Nov'13)

Action Learning Program (ALP) - Final Project : Product Development for Channel partners & Go to market strategy (Dec'13 - Apr'14)

Cognizant Technology Solutions
Technical Specialist
November 2007 - April 2013 (5 years 6 months)
Hyderabad, Telangana, India

Implemented industry best practices to maximise ROI for clients while training & leading the team to improve productivity, efficiency and quality of deliverables.

Key Outcomes :

- > Spearheaded major enhancement and transformation projects for clients across domains in Microsoft SharePoint practice
- > Improved system efficiency by 65% over 1 year by infusing industry standards into approach & encouraging the team collaboration

- > Increased the team output to 180% with up-learn initiatives and mentoring 8 high performance team members
- > Improved system performance by 15-20% executing 10+ high priority programs over 2 years
- > Designed various metrics using which reported 100% growth in teams' efficiency for 3 consecutive quarters (Year 2012-13)
- > Led a 6 member team in integration of a critical application that reduced the processing time from 12 hours to 3 minutes
- > Conceptualized and developed a dashboard employing Data analytics that reduced cycle time of client by 30% resulting in considerable increase in efficiency
- > Designed an efficient database structure for an Insurance client that led to zero database downtime and elimination of operational bottlenecks
- > Trained & mentored high performance team of 8

Project Management & Training

- > Delivered solutions to client problems through business analysis and best practices integration
- > Generated additional value for stakeholders by reengineering processes for greater efficiency
- > Managed and coordinated clients and cross functional teams to provide effective technical solutions
- > Extensive experience in implementation of application development & maintenance projects
- > Trained & Mentored about 150 new joiners through technical and functional trainings
- > Experience in executing and executing projects in domains such as IME, BFSI and Healthcare

Education

S P Jain School of Global Management

Global Master of Business Administration, Information
Technology · (2013 - 2014)

Chaitanya Bharathi Institute Of Technology

Bachelor of Engineering (B.E.), Mechanical Engineering · (2003 - 2007)