

# sasti gowtham

Senior Digital Product owner



10 Years 4 Months



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## Profile Summary

- Around a 10+ years of experience in IT industry with solid knowledge in Business Analysis and Product management.
- Skilled on writing user stories, Managing Epics, Road mapping strategies, handling Product initiatives (business goals)
- Executed multiple Product Initiatives, Product functional and non functional enhancements for different customers across globe.
- Customer facing experience with stakeholder management, Requirement engineering, Requirement gathering and analysis, problem solving etc.
- Managed around 30 CRs and functional enhancements with end to end impact and benefit analysis and taken it to the closure with Estimation techniques.
- Extensive product management experience in cross culture and cross countries incl. India, Thailand, Bangkok, South Africa, Turkey etc.
- Participating in pre-sales activities including proposal workshops and deliverables, demos and presentation.
- Worked closely with delivery team for business requirements and responsible for Product release management.



## Key skills

- User Stories
- Epic
- Business Analysis
- Requirement Gathering
- Problem Solving
- Product Management
- Requirement Analysis
- Backlog Refinement
- Prioritization
- Microsoft Visual Studio
- Configuration Management
- Product Development
- Figma
- Jira / Confluence
- Stakeholder Management
- Initiative
- Digital Transformation



## Personal Information

City **Bengaluru**

Country **INDIA**



## Hobbies

- Reading
- watching PODCAST
- Gardening



## Education

MBA/PGDM, 2022

Madurai Kamaraj University  
(MKU)

B.Tech/B.E., 2014

Anna University



## Work Experience



## Languages

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- English
- Tamil
- Hindi



## Social links

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[https://www.linkedin.com/people/pymk/hub?ref=global-nav&trk=nav\\_utilities\\_add\\_connx](https://www.linkedin.com/people/pymk/hub?ref=global-nav&trk=nav_utilities_add_connx)



## Extra curricular

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Swimming, Basic fitness

Apr 2014 - Mar 2017

Senior Digital Product owner

6D Technologies

Apr 2017 - May 2018

Lead Consultant

Sapiens

Jun 2018 - Nov 2019

Product Owner

Sapiens

Dec 2019 - Aug 2021

Business Analyst

Sapiens

Sep 2021 - Aug 2024

Senior Business Analyst

Sapiens

Sep 2024 - Present

Senior Digital Product owner

Sapiens



## Projects

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12 Months

DHFL General Insurance

**Role :** *Lead Consultant*

DHFL General Insurance

- 1) worked on Functional enhancements for underwriting workbench and significantly reduced the pain points for configuration team for underwriting implementation.
- 2) Managed end to end workflow for document trigger points and templates to boost up the user experience.
- 3) worked on Period based cover structures to cater the business requirements as per the regulatory compliance.

11 Months

HDI Turkey

**Role:** *Lead Consultant*

1. Lead Consultant to lead team size of 8.
2. Secured WOW Award for Excellence Performance.
3. Product enhancements with many additional functionalities on claims module and Peril components
4. Requirement gathering, analysis, Brainstroming, Stakeholder management.

15 Months

SA Taxi

**Role:** *Product Owner (IDIT)*

- 1) Led end-to-end product ownership responsibilities in Agile environments.
- 2) Oversaw release management and backlog grooming activities, collaborating with UI/UX team.

- 3) Conducted backlog refinement and sprint planning, emphasizing efficient release management with Scrum masters.
- 4) Acted as the single point of contact with customers to continually evaluate and prioritize complex requirements and business problems, implementing appropriate workarounds.

#### 14 Months

##### CROSIG, Croatia

###### Role: *Business Analyst*

- 1) Implemented currency conversion complying with the Croatian Monetary policy (Kuna to Euro conversion) and integrated the solution into the core Product country layer, paving the way for seamless adaptability in other countries, thereby streamlining monetary policy changes.
- 2) Optimized the claims financial approval authority matrix to align with the Crosig legacy system, leading to a marked improvement in financial control and operational efficiency.
- 3) Teamed up with the BA community to prototype and design solutions addressing business challenges and enhancing user experience within the SAPIENS Digital suite.
- 4) Upgraded system capabilities to accommodate dynamic state machines across modules, ensuring heightened flexibility and adaptability to evolving requirements.

#### 12 Months

##### SAPIENS Digital suite (JFC)

1. Product Strategy & Roadmap: Developed and executed comprehensive product roadmaps aligned with business objectives, increasing digital product adoption with internal core system.
2. Collaborated with UX/UI designers, engineers, and stakeholders to create seamless user experiences across web and mobile applications.
3. Introduced automated underwriting solutions, reducing manual processing time by 60%.
4. Partnered with marketing teams to launch campaigns, achieving a 20% increase in app downloads.
5. Strategic thinking and problem-solving.
6. Stakeholder communication and negotiation.

#### 12 Months

##### BKI (Bangkok Insurance)

###### Role: *Senior Business Analyst*

- 1) Orchestrated end-to-end Requirement Traceability Matrix (RTM) process to comprehensively capture and track all project requirements, ensuring a holistic overview and estimation. requirements overview and estimated to ensure and split the OOB and core enhancements required.
- 2) Continuously coordinated with Core suite (Product R&D team) for the core upgrades required for BKI and managed end to end documentation (BRD, SRS, use case, process flow, activity diagrams).
- 3) Managed more than 17 CRs with change management to adopt the adhoc changes as per project requirements.

#### 9 Months

##### Mkupp

- Conduct detailed discussions with stakeholders (advertisers,

publishers, platform administrators) to understand their needs, goals, and pain points.

- Use techniques such as interviews, workshops, surveys, and document analysis to gather functional and non-functional requirements for the ad network platform.
- Create clear and comprehensive requirement documents, including user stories, use cases, and process flows, to ensure alignment across stakeholders.
- Work closely with UX/UI designers, developers, and architects to design intuitive and scalable solutions for the ad network platform.



## Certification

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- Certified Scrum Product Owner (CSPO) (Valid upto July 2025)