

Arjun Balakrishnan

Technical Delivery Manager | Data and Digital Services

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PROFILE

Product and technical delivery manager with experience across SaaS, CRM and data-enabled services, backed by an MSc in Data Science. Combines product vision and strategy with user-data analysis, backlog prioritisation and quarterly delivery planning. Has led product teams, launched digital products and improved customer journeys, with client experience including Barclays UK, British Telecom and Harvard Business School.

CORE EXPERTISE

Product vision and strategy • Product discovery • PI planning • Backlog prioritisation • User-journey analysis • Requirements and user stories • Stakeholder management • Agile delivery

PROFESSIONAL EXPERIENCE

Technical Delivery Manager

Barclays UK | Jan 2025 - Present

- Lead the UK Data Insights Service, integrating AWS-sourced prompts with Salesforce; implemented the New to Bank initiative targeting a 50% increase in customer onboarding.
- Support the Banker Enablement redesign for UK Corporate Coverage, replacing complex custom Salesforce flows with standard capabilities to simplify banker journeys and support increased advocacy.
- Partnered with product owners to refine and prioritise the backlog using user data, reducing backlog volume by 70%.
- Analysed user engagement across journeys and translated findings into workflow requirements, contributing to a five-second reduction in response time.
- Lead quarterly Programme Increment (PI) planning, setting priorities and three-month delivery forecasts; facilitate daily stand-ups to track progress against commitments.
- Shortened discovery by one week through data collection, cleansing and preparation; delivered user training that reduced onboarding time by three weeks.

Senior Product Manager

Pinmicro (Innovature group) | Kochi and Japan | Dec 2019 - Sep 2023

- Launched a digital twin product that used indoor movement data to generate operational insights, helping businesses reduce operating costs by 30%.
- Defined the product vision and a one-year strategy, using user data to refine backlog priorities and support an on-time launch.
- Led product redesign and defined UI/UX flows, contributing to a 90% increase in the customer satisfaction score.
- Led a three-person product management team, refining backlogs and user stories in Jira and achieving 100% sprint acceptance.
- Reduced B2B customisation development time by 50% and average delivery time by two weeks.
- Implemented a registration module that increased active users by 125,000; supported scalability to 500,000+ simultaneous digital footprints.

Product Manager

Purpleboat.ai | Kochi and Malaysia | Nov 2018 - Nov 2019

- Led a B2C halal food delivery platform from concept to launch, enabling women home cooks to reach customers and increasing user engagement by 5%.
- Translated customer research and market insights into epics and user stories, reducing backlog volume by 10%.
- Refined Jira user stories and streamlined sprint preparation, saving an average of 20 person-hours per sprint.

Technical Product Manager

Suyati Technologies | Kochi | Jan 2016 - Nov 2018

Clients: Author Solutions, Harvard Business School and Sales ITV

- Led stakeholder discovery, market research and data analysis; defined user stories and acceptance criteria, reducing discovery time by 30%.
- Collaborated on Salesforce application changes that reduced manual data entry by 20% and improved data accuracy.
- Implemented configurable lead deduplication for Harvard Business School, reducing operational processing time by 25%.
- Generated 100+ leads per month from dormant records by integrating Salesforce with AI conversational tools; published Sales Actifi on Salesforce AppExchange.

Senior Business Analyst

Global Infonet | Kochi and USA | Dec 2014 - Jan 2016

- Improved requirements gathering and customer interviews, reducing rework time by 25%; optimised SQL queries to improve data retrieval performance by 30%.
- Delivered three aviation projects on schedule, helping secure an additional \$250,000 project; established a ten-person client team.

Business Analyst

Tech Mahindra | Bengaluru | Client: British Telecom UK | Jun 2007 - Dec 2012

- Gathered requirements from the BT chairman's office, contributing to a 20% reduction in operating costs.
- Documented Siebel CRM changes and business workflows, shortening support onboarding by one week and saving up to two person-days per project.
- Restructured cross-functional sprint pre-planning calls, reducing communication time by 30%.

INDEPENDENT PRODUCT PROJECTS

PetMe | Interactive concept

Developed a pet-care concept for dog and cat boarding in Bengaluru, with hourly, daily and weekly options, and an interactive hosted site.

Memory Pie | Early product discovery

Exploring an AI assistant that turns saved interests and preferences into useful recommendations. Considering food and travel as initial use cases, alongside subscription and booking-commission business models.

EDUCATION

MSc Data Science | Swansea University, United Kingdom | Sep 2024

TECHNICAL TOOLS

Salesforce, Siebel, SQL / MySQL, Python (Pandas, NumPy, Matplotlib), Power BI, Excel, Jira, Trello and Backlog