

GAYATHRI MURALI

PRODUCT MANAGER | PRODUCT OWNER | PRODUCT LEAD

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PROFESSIONAL SUMMARY

CSPO-certified Senior Product Manager with 12 years of experience in digital product delivery, product ownership and software quality. Lead product discovery, roadmaps, requirements and cross-functional delivery for B2B, B2C and enterprise platforms. Experience spans e-commerce, membership platforms, healthcare and banking, with expertise in AI-enabled solutions, enterprise integrations and digital transformations.

CORE COMPETENCIES

Product Strategy & Roadmaps | Product Discovery & PRDs | KPI & Performance Analysis | Data-Driven Decisions | Backlog Prioritization | Product Lifecycle Management | Agile Delivery | Stakeholder Management | CRM & Loyalty | API & Enterprise Integrations | Platform Migration | AI solutions

PROFESSIONAL EXPERIENCE

DIGITALWORKS | Senior Product Manager | 2022–Present

- Owned product discovery, roadmap definition, backlog prioritization and release planning across B2B, B2C and enterprise products; applied prioritization frameworks and weighed business value, customer impact, urgency, technical dependencies and team capacity to make delivery trade-offs.
- Led World FZO platform modernization spanning a CMS-driven corporate website, member portal, admin portal, membership migration, multilingual publishing and self-service workflows; aligned business, UX and engineering teams from discovery through launch.
- Drove product definition for AI-powered search and news discovery using OpenAI capabilities, with related exposure to AI chatbot solutions; defined user needs, shaped search-result presentation with UX and drove business UAT and launch readiness for website visitors.
- Led discovery for two new platforms for Northladder—multi-seller marketplace and auctions, facilitating requirements workshops, defining seller and auction workflows, reviewing UX concepts and delivering detailed PRDs for client-led development.
- Conceptualized and delivered an eyewear Virtual Try-On experience for Magrabi, collaborating across business, design and engineering to improve how online shoppers evaluate products before purchase.
- Led requirements and delivery of a custom OMS that replaced reliance on a commerce-platform backend for order operations; centralized multi-brand order visibility and workflows for fulfillment, customer care and store teams, including Click & Collect, returns and cancellations contributing to a 50% reduction in manual logistics processing.
- Drove headless commerce and platform migrations, defining storefront, CMS, CRM and integration requirements and safeguarding business continuity; owned post-launch adoption monitoring, sprint-based optimization and subsequent releases.
- Drove data-informed product optimization by monitoring conversion rates, customer engagement, checkout completion and drop-off rates; used Google Analytics to identify checkout friction, prioritize page enhancements and improve customer journeys.
- Owned checkout and payment integration requirements spanning Tabby, Tamara, Apple Pay, Google Pay and payment gateways; defined API and transaction flows across commerce and enterprise systems.

AL-FUTTAIM DIGITAL | Business Analyst – Product Owner | 2019–2021

- Managed product ownership activities for multi-brand retail e-commerce initiatives across ToysRUs, ACE, M&S Food, Kiabi, Watsons and Homeworks, translating merchandising, customer and operational needs into prioritized backlogs, user stories and release plans.
- Drove omnichannel shopping and customer-service enhancements across business, design, engineering and operations teams; managed stakeholder reviews, UAT and release readiness.
- Defined automated order routing, carrier selection, airway bill generation, shipment tracking and customer communications.
- Defined Akeneo PIM and SAP ERP integration requirements to maintain consistent product catalog, pricing and operational data across connected commerce systems.
- Owned requirements and validation for payment gateway and checkout integrations, defining transaction flows, acceptance criteria and release testing with technology and business stakeholders.

UST GLOBAL | Senior Software Tester | 2015–2018

- Led testing and requirements validation for healthcare (Florida Blue) and banking/credit-information (Equifax) projects; managed test planning, defects and stakeholder coordination, building a strong foundation in regulated, complex systems.

TECHNOLOGY & PLATFORMS

Product Management & Analytics: Jira, Miro, Trello, Confluence, Google Analytics, SEO, SQL, Tableau, Medallia

Commerce & Enterprise Platforms: SAP Hybris, Shopify, Saleor, SFCC, SAP ERP/EWM, Salesforce CRM, POS, Akeneo PIM, Capillary Loyalty Platforms

AI, CMS & Integrations: OpenAI, Algolia, Typesense, Strapi, Sanity, REST APIs, Azure, SendGrid, Mailer Lite, Infobip, Checkout.com, CyberSource, PayTabs, Tabby, Tamara, Apple Pay, Google Pay

CERTIFICATIONS

- Certified Scrum Product Owner (CSPO), Scrum Alliance
- IBM AI Product Manager
- ISTQB Advanced Test Analyst
- ISTQB Foundation Level

EDUCATION

B.Tech, Electronics & Instrumentation | FISAT | 2010–2014