

# VENKATA PRASAD MURAHARISETTY

## Senior Product Owner

Technical Product Management | Enterprise SaaS | Wealth Management | SAFe Agile

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### PROFESSIONAL SUMMARY

Senior Product Owner with **8+ years of experience** delivering enterprise SaaS products across Wealth Management, Financial Services, and CRM platforms. Proven track record of defining product vision, owning product backlogs, prioritizing strategic initiatives, and leading cross-functional Agile teams to deliver customer-centric solutions in large enterprise environments.

Experienced in partnering with Product Managers, Engineering, UX, Architecture, QA, and business stakeholders to translate strategic objectives into scalable software solutions. Leverage a strong software engineering background to bridge business strategy and technology, enabling informed product decisions across APIs, cloud platforms, enterprise integrations, AI-powered products, and microservices.

### CAREER HIGHLIGHTS

- 8+ years of experience delivering Enterprise SaaS products within Financial Services and Wealth Management.
- Nearly 5 years of experience working as a Product Owner / Senior Product Owner delivering enterprise SaaS products using the SAFe Agile framework.
- Delivered enterprise AI-powered capabilities including Intelliflo IQ supporting advisor productivity and customer engagement.

### PROFESSIONAL EXPERIENCE

**INTELLIFLO | Hyderabad, India - Senior Product Owner | October 2021 – Present (4.9 Years)**

#### Key Responsibilities & Achievements

- **Velocity & Backlog Optimization:** Own and prioritize the enterprise product backlog across multiple cross-functional Agile teams, implementing structured backlog refinement and prioritization practices that significantly improved sprint velocity, backlog readiness, and reduced technical debt dependencies.
- **Global Collaboration & MVP Delivery:** Partner with UK-based Product Managers, Architects, UX, and QA leaders to define strategic roadmaps, streamline feature discovery, define MVP scope, and accelerate product delivery through effective cross-functional collaboration.
- **Delivery Predictability:** Defined robust Epics, User Stories, and Acceptance Criteria mapped strictly to a modernized Definition of Done (DoD), driving a 40% reduction in post-release defects and rework loop timelines.
- **SAFe Framework Leadership:** Lead PI Planning, Sprint Planning, Backlog Refinement, estimation sessions, and other SAFe ceremonies to improve delivery predictability and release confidence across multiple Agile teams.
- **Third-Party Integrations:** Lead enterprise API integrations with third-party platforms, simplifying partner onboarding while improving platform scalability and integration efficiency.

## Key Product Initiatives

- **Intelliflo IQ (AI Product Delivery):** Led the Agile delivery of AI-powered advisor capabilities (Engagement & Advice Assistants) that automated data population across 190+ platform fields, reducing manual administrative effort from hours to minutes and significantly improving advisor productivity.
- **Outlook Integration:** Integrated Microsoft Outlook workflows into the Wealth Management platform, enabling advisors to manage communications without leaving the core platform and significantly improving workflow efficiency.
- **Money Alive Integration:** Product-managed the end-to-end API integration of a third-party financial education system, resulting in a 20% increase in active client engagement metrics for pilot advisory firms.
- **Client Review Workflows:** Modernized client review workflows, improving advisor productivity, compliance processes, and customer lifecycle management.

## BROADRIDGE FINANCIAL SOLUTIONS (via Tectoro) - Senior Software Engineer | April 2020 - October 2021 (1.5 Years)

- **ACATS Account Transfers:** Developed enterprise brokerage capabilities supporting ACATS account transfer workflows for regulated Wealth Management platforms.
- **Secure Enterprise Integration:** Designed IBM MQ-based enterprise messaging solutions enabling secure and reliable communication between distributed financial applications.
- **Agile Software Delivery:** Collaborated closely with Product Owners, Business Analysts, QA teams, and Engineering teams throughout the Agile software delivery lifecycle.

## GTKONNECT (Acquired by EY) - Associate Software Developer | April 2018 - April 2020 (2 Years)

- **Regulatory Process Automation:** Developed enterprise solutions supporting Global Trade Management and U.S. Customs compliance through CBP and ABI integrations.
- **Data Processing Scalability:** Enhanced Import Security Filing (ISF) and Foreign Trade Zone (FTZ) processing services to improve operational efficiency and scalability.
- **API Architecture:** • Designed scalable REST APIs and microservices supporting international trade workflows, improving application performance and platform scalability.

## CORE SKILLS

**Product Management:** Product Strategy • Product Roadmapping • Product Discovery • Product Backlog Management • Feature Prioritization • User Story Mapping • Epics • User Stories • Acceptance Criteria • Stakeholder Management • SAFe Agile • Scrum • PI Planning • Sprint Planning • Release Planning • UAT

**Technology:** REST APIs • Microservices • Azure • AWS • SQL Server • C# • .NET • Enterprise Integrations

**Tools:** Azure DevOps • Jira • Confluence • Git • Postman • Splunk

## EDUCATION

Bachelor of Technology (B.Tech) - Godavari Institute of Engineering & Technology - CGPA: 9.1/10