

Ratnam Raju Bandi

Certified Scrum Product Owner

Hyderabad, Telangana, India | 7674979896

ratnamraju22@gmail.com | <https://linkedin.com/in/ratnamrajubandi>

Portfolio – <https://ratnamraju.com/>

Summary

Product Owner with **10+** years experience specializing in **SaaS and AI-driven platforms**, with expertise spanning **EdTech, Healthcare IT, custom software products, and enterprise automations**. Skilled in building and scaling **custom software products** with integrated **AI features and automation workflows**. Experienced in translating business needs into **roadmaps, user stories, and data-backed KPIs** that drive measurable ROI. A **Certified Scrum Product Owner (CSPO)** and **AI-skilled Product Owner** with hands-on experience in **AI integrations, prompt engineering, and generative AI adoption** across multi-domain products including **CRM, HRMS, and RMS**.

Professional Experience

Digital Edify Technologies Pvt Ltd

Product Owner (6 yrs 1 mo)

Hyderabad, India

Sep 2019 – Present

- Owned **product vision, roadmap, and backlog** for multiple **SaaS and custom software products** across **CRM, LMS, HRMS, RMS, and e-commerce** domains, delivering scalable **B2B and B2C** solutions.
- Partnered with **stakeholders, clients, and cross-functional teams** (engineering, UX, QA, marketing) to convert business objectives into **user stories, acceptance criteria, and KPIs** driving measurable ROI.
- Built and launched an **AI-powered Recruitment & HRMS suite**, integrating **generative AI, prompt engineering, and automation** for candidate shortlisting, interview feedback, and analytics.
- Delivered a **custom CRM** for a steel manufacturing and distribution client with **mobile geo-tracking, SAP integration**, and analytics dashboards improving field-sales visibility.
- Led **digital transformation** of the company's website and **lead-engine workflows** using **React, Zoho CRM, and automation**, increasing qualified-lead capture and conversion efficiency.
- Developed and commercialized **white-label SaaS suites (CRM, LMS, RMS)** adopted by multiple B2B clients, expanding the company's **recurring revenue streams**.
- Guided MVP-to-market release of an **OTA Property Management System (PMS) integrator**, shortening time-to-market for hospitality startups.
- Facilitated **Agile ceremonies** (backlog refinement, sprint planning, reviews, retrospectives) to improve delivery velocity and stakeholder satisfaction.
- Defined **product KPIs and analytics dashboards** to monitor adoption, retention, and performance for continuous optimization.

Key Projects:

- AI Recruitment & HRMS Suite (2023–2024)** – End-to-end ownership of AI-driven recruitment and HR automation platform integrating generative AI and workflow analytics.
- Steel Manufacturing CRM (2022–Present)** – Custom CRM with SAP integration, mobile geo-tracking, and real-time sales analytics.
- Hospitality PMS Integrator (2021)** – OTA-sync platform enabling real-time booking and property-management automation.
- LMS Ecosystem (2021–2022)** – Learning-management platform with adaptive content delivery, analytics, and CRM integration for EdTech clients.

- **Lead Engines & Automation (2020–2021)** – Lead-capture and marketing-automation workflows connected to CRM and website funnels, boosting qualified leads.
- **White-Label CRM, LMS & RMS Suites (2019–Present)** – Designed and scaled multi-tenant SaaS solutions licensed to enterprise and SMB clients under custom branding.

AQuity Solutions

Principal Analyst / Business Analyst (6 mo)

Hyderabad, India
Feb 2019 – Jul 2019

- Acted as a **bridge between business stakeholders and product teams**, translating clinical documentation and compliance needs into **functional requirements and system enhancements** for **EHR/EMR platforms**.
- Defined **user stories, workflows, and acceptance criteria** to guide feature development and ensure alignment with business goals.
- Conducted **data analysis on documentation quality and EHR performance**, identifying improvement opportunities that reduced documentation errors by **35%**.
- Partnered with **cross-functional teams across the US and India** to refine requirements, validate user feedback, and support **timely product releases**.
- Supported **product roadmap and release planning**, providing insights on usability, compliance, and user adoption metrics.
- Collaborated with QA and engineering to ensure all new features met **business and regulatory (HIPAA, AHDI)** standards.

M*Modal

Principal Analyst / Product Specialist (5 yrs)

Hyderabad, India
Feb 2014 – Jan 2019

- Led **requirements gathering and functional analysis** for EHR/EMR and ASR (Automated Speech Recognition) systems, aligning clinical, compliance, and technical teams.
- Partnered with product managers to translate **end-user feedback and business goals** into actionable requirements and **testable acceptance criteria**.
- Drove **process and product optimization** initiatives, improving documentation accuracy by **30%** and system efficiency across multiple implementations.
- Applied **Lean Six Sigma methodologies** to eliminate process bottlenecks, improving throughput by **20%** and reducing QA rework cycles.
- Authored **business process documentation** and SOPs to standardize workflows across distributed teams.
- Supported **UAT planning, data validation, and release readiness** activities for smooth feature rollouts.
- Provided **HIPAA and AHDI compliance oversight**, ensuring all deliverables met regulatory requirements.

Earlier Experience

M*Modal | *Analyst (1 yr 2 mo)* | Dec 2012 – Jan 2014

- Supported **EHR/EMR product improvement initiatives**, focusing on **data accuracy and workflow optimization** for clinical documentation systems.
- Collaborated with development and QA teams to analyze error trends, improving **ASR accuracy by 20%** and reducing compliance deviations by **15%**.

Shaster Technologies Pvt Ltd | *Quality Analyst (2 yrs 8 mo)* | May 2010 – Dec 2012

- Conducted **quality analysis and validation** of healthcare documentation systems to ensure accuracy and compliance.
- Improved **reporting accuracy by 30%** and contributed to **speech recognition model** enhancements.

Earlier Roles (2004–2010) (6 yrs)

Progressed through **editorial and quality roles** in healthcare documentation firms, developing strong ex-

expertise in **medical terminology, AHDI standards, HIPAA regulations** and **data accuracy** – foundational to later **Business Analysis and Product Ownership** responsibilities.

Education

M.Sc. (Biochemistry) – Gandhi Institute of Technology and Management (GITAM), Vizag, 2004

Certifications

Product & Project Management

- Certified Scrum Product Owner (**CSPO**) – Scrum Alliance
- Microsoft AI Product Manager Certificate – Microsoft
- Google Project Management Professional Certificate – Google
- Lean Six Sigma Black Belt – MSME
- Generative AI Overview for Project Managers – Project Management Institute (**PMI**)

AI, Technology & Analytics

- Meta Front-End Developer Professional Certificate – Meta
- Google Analytics Certification – Google
- Oracle Cloud Infrastructure 2023 **AI Certified Foundations Associate** – Oracle

Skills

Core Product Ownership

Product Vision & Roadmap Planning

Backlog Prioritization & Release Management

User Story Mapping & Acceptance Criteria Definition

Stakeholder Collaboration & Cross-Functional Leadership

Agile & Scrum Practices (Sprint Planning, Grooming, Reviews, Retrospectives)

AI & Technical Competencies

AI Integrations, Prompt Engineering, and Generative AI Adoption

SaaS Product Architecture & Custom Software Development

Workflow Automation & Intelligent Process Design

API Integrations (CRM, HRMS, RMS, LMS, PMS)

Data-Driven Decision Making & KPI Frameworks

Business & Analytical Skills

Requirements Gathering & Business Process Modeling

Market Research & Competitive Analysis

ROI Tracking & Product Metrics

Digital Transformation & Change Management

Customer Journey Mapping & UX Collaboration

Tools & Platforms

Jira, Confluence, Azure DevOps, Miro, Figma

Zoho CRM, Google Analytics, Notion, Mixpanel

AWS S3, Gemini, ChatGPT, n8n

Agile Boards, Product Analytics Dashboards, Data Visualization Tools