

Mayuran Kuhathasan

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Senior Product Manager (Certified Scrum Product Owner)

Accomplished manager with solid experience creating and implementing decisive plan and strategy from product development to launch. Expertise as SME for all technical and business aspects related to product proposition. Skilled at providing product development concepts, business strategy, and business models to ensure market success. Ability to maintain strict adherence to high standards of reliability, quality, usability, and measurement throughout each phase of product development. **Proven expertise in:**

- Product Management
 - Product Strategy and Effective Roadmap
 - Scrum and Agile framework
 - UI/UX Design
 - Leadership & Mentoring
 - Working with Cross-functional Teams.
 - Robust user stories and acceptance criteria.
 - Stakeholder Management.
 - Product Proposition and Marketing.
 - Java, JavaScript, Ruby on Rails, and SQL.
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PROFESSIONAL EXPERIENCE

LYCA Mobile UK Ltd. – London, UK (07/2016 to 10/2020)

Senior Product Manager - 02/2018 to 10/2020

End-to-end product lifecycle management and engage in the design and development of the product, product roadmap and backlog management. Create customer retention strategies and improve average revenue per user (ARPU). Form collaboration with LYCA digital team and methodically coordinate all digital marketing initiatives. Drive product development from concept to delivery, manage profit and loss of products portfolio, and confirm compliance requirements. Identify and secure additional revenue streams through the Products. Coordinate UAT testing and activate customer feedback channels. Prepare SOP, training the staff, generate management reports, and update the senior management team regularly.

Key Contributions:

- Successfully launch and own seven products.
- Oversee full SDLC and post launch product enhancements.
- Created e-phone shop with £600K turnover in first year and led international airtime transfers with monthly turnover of £1M+.
- Secured 117000 subscribed customers in first year for Lycarewards and offered rewards £84k worth to customers.

Senior Product Manager – LYCA Chat a Smart phone calling app, 07/2016 to 01/2018

Managed product life cycle from strategic planning to launch within global market. Ensured sustained generation of revenue by creating robust proposition and marketing strategies. Built new proposition as well as market strategies and provided effective revenue/profit and loss management. Headed all marketing activities by leading highly skilled digital marketing team. Raised awareness among target audience by guiding digital marketing team and administering online marketing activities.

Key Contributions:

- Built portfolio of 329,000 registered customers within two years of launch of Lycachat app with annual turnover of €3.6M.

Lebara Ltd. – London, UK

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Senior Product Manager – Lebara Talk (Smart Phone Calling App), 01/2015 to 06/2016

Engaged development team, strategised product design, supported development process, coordinated product testing, and provided expertise in launching the product across multiple countries. Captured product requirements from the market and drive the enhancement of the product. Ensured growth of the product within each country through a unique proposition. Prepared client acquisition and retention strategies and managed product profitability. Analysed market trend within each country and accordingly formulated marketing activities to promote the product.

Key Contribution:

- Launched and managed products across Austria, Belgium, Canada, Italy Greece, Portugal, Singapore, and Malaysia, gaining 1M+ registered customers within year and €14.6M turnover.

Aminfocomm LLC – Harrow, UK

Business Development Consultant - Telecomm (Contract), 07/2013 to 12/2014

Pursued and secured new business opportunities across Europe, USA, Canada, Australia, and Singapore. Negotiated data on marketing competitive rates from carriers, conducted detailed competitor analysis, and prepared proposition for 20+ products. Ensured seamless operations of retail division through development as well as implementation of operational procedures.

Key Contribution:

- Catalysed monthly business growth from zero to \$800K within six months.
- Improved business operations and delivered gross profit margin of 10%.

QICOMM Ltd. – Aldgate, UK

Head of Product 02/2006 to 04/2013

Conducted detailed competitor analysis, led commercial negotiations with carriers, and increased group's market share by formulating robust strategy and reactive plans. Maintained optimum voice quality of products with and through proactive customer service team. Kept senior management up to date on revenue generation through regular revenue/P&L reporting.

Key Contribution:

- Integrated VOIP land line and PVX services with fone2 on ZTE platform and Shark handset.
- Launched MVNO SIM called “Dialog Vizz” and created product strategy for the same.
- Stimulated growth of Fine2 residential service customer base to 60,000 customers.
- Delivered voice revenue of £200M to organisation with gross margin rate of 12%.

*Additional experience as **Tariff Manager** (03/2004 to 01/2006) for QICOMM Ltd, and as **System Analyst/Programmer** (06/2002 to 02/2004) for Voice Telecom Ltd.*

EDUCATION AND CERTIFICATION

Bachelor of Science in Computer Science

Post Graduate Diploma in E-Commerce

Certified Scrum Product Owner, Scrum Alliance

LANGUAGE

English (Expert Fluency) | Tamil (Expert Fluency) | Sinhala (Basic Proficiency)