PRATIK BARJATIYA - PMP®

Digital Product Leader | Digital Channels, Customer Experience & Commercial Growth

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PROFESSIONAL SUMMARY

Digital channels product leader with 12+ years building consumer web and mobile platforms across **payments, fintech, loyalty, e-commerce, retail and lifestyle services** at Amazon, Flipkart, Sun & Sands Sports and Aldar. Owns digital channels as commercial platforms, accountable for **digital revenue, conversion, cost-to-serve and NPS**, with performance reported to **CEO and C-suite leadership**.

Track record of turning manual customer journeys into self-service digital revenue: **AED 1B in recurring customer payments moved to digital rails, AED 36M annualized self-service revenue, AED 45M e-commerce ARR, 3.2x app MAU growth, +18% conversion and 8% NPS uplift.** Leads product managers and a full delivery POD; selects, negotiates with and manages 10+ technology vendors; runs Agile at scale (SAFe, Scrum, Lean).

PROFESSIONAL EXPERIENCE

Aldar Properties PJSC, UAE

Digital Product Lead – Consumer Digital Channels, Aldar Communities & Living (Promoted) **| Mar 2026 – Present**

- Own the **consumer digital channels (iOS, Android, Web)** for Aldar's residential and lifestyle ecosystem, **80,000 monthly active users across 40+ destinations**. Lead a Product Manager, a Product Owner and a **full delivery POD** (architects, tech leads, engineers, QA, design, Salesforce).
- Set the **digital channel vision and roadmap**, prioritizing the annual investment backlog by revenue, cost-to-serve and customer impact. **Sole digital lead for Saadiyat Cultural District**, a flagship programme tracked at **CEO level**.
- Moved **~AED 1 Billion in annual recurring customer payments from 0% to 40% digital in six months**; launched **Direct Debit and instant bank transfer** rails, **removing ~3% processing fees** on every transaction routed through them.
- Created **AED 10M of new digital revenue in six months** through paid and premium parking (ANPR) and digital permits with in-flow payment, plus **AED 3M per month (AED 36M annualized)** by converting manual bookings to **in-app self-service**.
- Grew **app MAU 3.2x, from 25,000 to 80,000**, by digitizing the end-to-end customer lifecycle: onboarding, move-in and move-out, service requests, aftercare, and family & friends access.
- **Cut case volume 10% and freed ~25,000 hours a year** across 140 frontline staff by consolidating case management into **Salesforce CRM**, sunsetting a legacy portal and redesigning queues and routing, **lowering cost-to-serve**.
- **Led vendor evaluation and selection** for in-app digital access cards, ensuring fit with the Aldar ecosystem, and **negotiated the price down 40%**.
- Led launch readiness across **10+ technology vendors** (Salesforce/SFMC, ERP, Siemens BMS, access control, parking) and delivered **in-app wayfinding and find-my-car across 6,000+ parking bays**.
- Built **AI-backed real-time dashboards for the CEO and leadership** tracking KPIs, collections and NPS, replacing reactive reporting; automated customer communications and deployed **PRD/BRD AI agents** that cut requirement turnaround from days to near-instant.

Aldar Properties PJSC, UAE

Senior Product Manager – Loyalty & Payments (Darna) | Oct 2023 – Mar 2026

- Owned **end-to-end mobile strategy and roadmap** (iOS, Android, Web) for the Darna loyalty app, a **~1M-member consumer programme** spanning retail, hospitality, education, e-commerce and real estate.
- Increased customer **conversion by 18% and engagement by 32%** through loyalty integrations, partner offers and journey enhancements.
- Launched **Digital Gift Cards & Wallet**, generating **AED 3M revenue in 4 months**.
- Delivered the **co-branded Aldar ENBD Visa Credit Card** with in-app integration, forecast at **AED 30M annual revenue**.
- Used **Qualtrics NPS surveys**, customer feedback and transaction analytics to remove friction, **reducing support contact rate by 400 bps** and raising self-service adoption.
- Defined the app **KPI framework (DAU/MAU, NPS, retention, revenue contribution)** aligned to business objectives.
- Directed **Agile squads (Scrum/SAFe)** across backlog, sprint planning and delivery, **reducing time-to-market by 25%.**

Gulf Marketing Group – Sun & Sands Sports, UAE

Senior Product Manager – E-commerce Omni-Channel | Apr 2022 – Jul 2023

- Drove mobile app and web commerce for conversion, adding **AED 45M annual recurring revenue**.
- Launched personalized order tracking and notifications, **reducing contacts per unit by 38%** and improving customer satisfaction.
- Personalized the customer journey at scale, **increasing ATV and NPS by 8% within 6 months**.
- Delivered research-led features that **saved AED 8M annually** while improving adoption.
- Owned the **omni-channel product roadmap** across app, web and store touchpoints, aligned to customer journey and growth goals.

Flipkart Ltd., India

Senior Product Manager – Fintech & Payments | Sep 2018 – Apr 2022

- Designed and launched **BNPL repayment flows** (partial pay, push/pull, disputes) for **10M+ active users**, **reducing NPA from 4% to 1.7%**.
- Implemented structured **backlog and prioritization frameworks** aligned to business value and customer experience.

Program Manager – Customer Experience

- Launched the **Flipkart Plus loyalty programme**, achieving **100% YoY growth** and higher retention.
- **Improved NPS by 4 points** by fixing friction in returns, complaints and counterfeit-product resolution.
- Scaled **self-service adoption**, reducing customer support operating cost.

Amazon Development Centre, India

Product Manager – Advertising (North America) | May 2016 – Aug 2018

- Delivered an automated **Ad Notifications product**, **saving 720K minutes (8 FTEs) annually**.
- Owned backlog and user stories across engineering, operations, design and sales.

Program Manager – Customer Experience

- Key member of the **Amazon Prime India launch**, owning CX workflows for returns, cancellations and delivery exceptions.
- Scaled **Amazon Home Services and Used Store**, strengthening post-purchase experience and trust.
- **Reduced post-checkout contacts per unit by 130 bps** through tracking and UI changes.

Earlier Roles

- Pay Point India Ltd. – Product Owner, Payments (2015–2016)
- Om Titanates Pvt. Ltd. – Assistant Marketing Manager (2010–2013)
- Infosys Technologies Ltd. – Systems Engineer (2009–2010)

EDUCATION & CERTIFICATIONS

- **MBA, Global Management** – SP Jain School of Global Management (Singapore, Dubai, Sydney) – 2015
- **B.Tech, Electronics & Communication** – Vellore Institute of Technology, India – 2009
- **PMP®** – Project Management Institute (2023)

KEY SKILLS

- **Digital Strategy & Roadmap:** Digital Channel Vision, Investment Roadmap Prioritization, Digital Transformation, Market & Competitor Analysis, Go-to-Market (GTM).
- **Commercial Performance:** Digital Revenue, Conversion Uplift, App Monetization, Payments, Loyalty (Earn/Burn), Cost-to-Serve Optimization.
- **Customer Experience:** Voice of Customer, NPS & CSAT, Customer Journey Mapping, Self-Service Adoption, UX/UI, Design Thinking.
- **Vendor & Stakeholder Management:** Vendor Evaluation & Selection, Commercial Negotiation, Multi-Vendor Delivery, CEO & C-suite Reporting, Cross-functional Change.
- **Methodologies & Tools:** Agile (SAFe, Scrum, Lean), Jira, Confluence, Miro, Figma, Salesforce (Service Cloud, SFMC), Qualtrics, Firebase, Google Analytics, A/B Testing, Real-time AI Dashboards & Business Intelligence, CI/CD, AI Agents & Automation.
- **Domain Expertise:** Payments, Fintech, Loyalty Programs, E-commerce, Retail, Lifestyle & Residential Services.