SHASHIKANT SHARMA

Mumbai, India | +91 9958508899 | shashiks26@gmail.com

SUMMARY

AI-focused Product & Knowledge Leader with 12+ years of experience building solutions and enterprise knowledge/content systems. Skilled in product strategy, business analysis, use-case development, generative-AI tools, prompt engineering, low-code/no-code development, and knowledge management platforms. Adept at end-to-end product lifecycles, UI/UX design, collaborating with Sales / tech teams, and aligning KM strategy with business goals.

KEY SKILLS

· Product Strategy & Roadmap	· Problem Solver	· Advanced Excel, VBA
· Knowledge Governance & Frameworks	· AI Generalist	· Power BI
· Stakeholder & Leadership Engagement	· Performance Metrics & Impact Reporting	· Power Automate
· Proposal Development	· Project Management	· SharePoint, WordPress, CMSs, MS Teams
	· Process Automation	· AI tools & Prompt Engg.

EXPERIENCE

Mar 2025 - Jul 2025

Sr. Product Manager, *Jio Platforms LTD*

Led AI and XR-based product enhancements, including 3D VR streaming for Meta Quest VR and Jio platforms.

Drove end-to-end feature roadmap, collaborating with engineering, design, and sales for AI-enabled product improvements.

Managed live IPL streaming operations ensuring real-time data integrity and zero-latency performance.

Partnered with sales teams for product pitching, client demos, and deal closures.

_____

Apr 2017 - Jul 2023

Knowledge Management Specialist, *Accenture*

Led the Knowledge Management (KM) practice for the APAC and NA region, drove platform adoption, content campaigns, and user engagement ensuring high CSAT.

Led the KM practice for Healthcare, Media, Telecom & Emerging Tech industries; set up KM program including platform design, UI / UX, Project Plan and end to end implementation.

Facilitated cross-functional collaboration to working closely with MDs, HODs of Sales, HR, Tech.

Successfully managed multiple projects throughout the content lifecycle including content curation / acquisition, sanitization, tagging, publishing, and archival, with a focus on keeping content accurate and useful. Achieved 40% improvement in content freshness.

Played a pivotal role in training Natural Language Processing model (NLP) for auto tagging/taxonomy, improving findability by 60% and reducing manual effort by 80%.

Created Power BI dashboards to track engagement and performance of AI-driven content systems.

Improved content UX/UI on portals and guided teams on Confluence/Jira for process management.

_____

Jan 2011-	**Intranet Manager,** *Essex Lake Group* **and** Solutions Specialist, *Merkle (Formerly Ugam)*
Feb 2016	Spearheaded redevelopment of global intranet and KM portals, improving knowledge discovery, collaboration, and operational efficiency across 4 global offices.

Partnered with CXOs and senior leadership to define and implement the annual KM roadmap, integrating enterprise systems, metadata frameworks, and legacy repositories.

Designed and launched employee self-service modules (Leave, Travel, Payroll, Policy Access) establishing a unified digital workplace hub.

Executed phased rollout of an information management platform with strong change management and branding for seamless global adoption.

Led UI/UX strategy for portal interfaces, ensuring brand consistency, accessibility, and superior user experience.

Built collaborative environments (Wikis, Blogs, Forums) and metadata-driven repositories to enhance content findability and engagement.

Automated KM workflows, version control, and analytics dashboards (Excel, Power BI) to track usage, adoption, and performance metrics.

Partnered with cross-functional teams (Marketing, HR, IT) for content development, documentation, and knowledge campaigns.

Managed a 5-member team, conducted user training sessions, and drove capability-building programs to foster a knowledge-sharing culture.

EDUCATION & CERTIFICATIONS

May 2011: **MBA (IT)**, Mumbai University
May 2007: **BSc. (IT)**, Mumbai University

Pursuing: Microsoft Certification in Power Platforms
Artificial intelligence tools mastery program from Be10x
Prompt writing and prompt engineering from Be10x
Advanced Data Analytics certification from IIM (ROHTAK)
High-Impact Business Writing by University of California
Human Computer Interaction by Stanford University

HIGHLIGHTS & IMPACT

Expertise across product lifecycle: Business Analysis → use-case definition → data sourcing → model tuning → UX/UI design → GTM.

Translated complex requirements into detailed specifications for development teams.

AI research into user-friendly writing/content tools via low-code/no-code platforms.

Created and launched MVPs and prototypes for AI-driven systems.

Led cross-functional teams and communicated technical concepts to business stakeholders.

Strong Project Management with solution driven mindset.

Strong KM background: governance, taxonomy, content findability, workflow automation, analytics, and adoption strategies.

INTERESTS

Playing Music (Wind, String, Percussion instruments), yoga & meditation, reading, cooking, exploring emerging AI & low-code technologies and continual learning.