Jawahar Chiluveru

Jawahar.ch14@gmail.com | | LinkedIn

PROFESSIONAL SUMMARY

- Product leader with 16+ years of experience delivering customer-facing digital platforms across retail, e-commerce, fintech and enterprise systems, with a focus on loyalty, customer care and omnichannel engagement serving millions of customers.
- Owned platform vision, discovery, roadmap, prioritization and requirements, aligning Customer Care, Digital, Engineering, Analytics, Legal and Security teams that have no shared reporting line.
- Worked on cloud data platforms on AWS and Google Cloud, including a loyalty data migration from Amazon Redshift to Google Cloud (GDO), and used Looker, Tableau, Adobe Analytics, Quantum Metric and Qualtrics to turn customer signals into decisions.
- Defined KPIs, made evidence-based prioritization calls, and explained complex data topics in business language, with agile delivery (Scrum, Kanban, SAFe) and a record of compliant, reliable, adopted releases.

CERTIFICATIONS

- Certified Generative AI Fundamentals by Databricks
- Certified SAFe® 6 Product Owner/Product Manager - Scaled Agile Inc: Certificate ID: 34641256-3341
- Certified Scrum Product Owner® - SCRUM ALLIANCE®: Certificant ID: 000543019
- Certified ScrumMaster® - SCRUM ALLIANCE®: Certificant ID: 000543019
- SQL Fundamentals – SoloLearn: Certificate ID: 1060-13170996

EDUCATION

M.S. Engineering/Industrial Management, UT Arlington – 2013 - 2014 | **MBA**, National Institute of Technology, Warangal – 2006 - 2008 | **Bachelor of Technology**, J B Institute of Engineering and Technology, Hyderabad 2002 - 2006

PROFESSIONAL EXPERIENCE

Catalyst Brands LLC. – Plano, TX (Hybrid) **April 2026 – Present**

Unified Digital Platform: Spearheaded the modernization of a Platform-as-a-Product offering foundational infrastructure, security, observability, developer experience, and quality engineering capabilities to support existing and new brands.

Sr Technical Product Manager:

- Led modernization of a Platform-as-a-Product offering covering foundational platform, security, infrastructure, observability, developer experience, and quality engineering for existing and new brands; managed 26 features across two teams against pre-defined KPI targets.
- Ran IDP requirements analysis and vendor evaluation for an AWS and GitLab CI organization, defining service scaffolding, developer dashboards, and AI-assisted development tooling.
- Evaluated service virtualization tools (WireMock, Hoverfly, Mountebank) and recommended a WireMock MVP for self-service performance testing.
- Led the Java Platform Module System migration strategy for Java 21 LTS, phased across 20 modules. Turned the architecture vision into a prioritized backlog of 50+ user stories with acceptance criteria tied to personas, problem statements, and KPIs.
- Defined KPI targets for tenant provisioning, resource isolation, cost attribution, and adoption, validated against industry benchmarks.
- Built AI-powered workflows (automated discovery synthesis, persona-driven use-case validation, dependency mapping) that reduced documentation time by 40%.
- Prototyped an AI agent that triggers performance test runs, correlates performance data and logs, performs root-cause analysis on anomalies, and sends release sign-off notifications.

Technical Skills: JPMS v.21, JIRA, Confluence, AWS, Kafka, Kubernetes, Service Mesh (Istio), Microservices, Mirakl Marketplace, Dynatrace, Bitbucket, Gitlab, Jenkins, Terraform, Asana, AWS Q/Kiro, Claude, Copilot, Netflix OSS

Levi Strauss & Co. – San Francisco, CA (Remote + Onsite) **April 2021 – April 2026**

Global Loyalty Platform & Benefit Administration Tool (BAT): Led continuous enhancements to Levi's loyalty platform

supporting the **Red Tab™ Program**, enabling personalized benefits and omnichannel campaigns based on customer shopping behavior.

Omnichannel Messaging: Led onboarding of **Cordial** as Levi's global communication platform (email, SMS, push), improving customer engagement and reducing messaging costs.

Zendesk Sunshine & Help Center Upgrade: Implemented Zendesk upgrades for Levi's Global Customer Care, introducing self-service capabilities that improved first-contact resolution, reduced handle time, and increased CSAT.

Sr Technical Product Manager:

- Prioritized and delivered enhancements to member enrollment, benefit visibility, and point earn and redemption at the register, and scaled these capabilities to launch in new countries, including country-specific feature flags and point-burn ratios.
- Executed 25+ loyalty platform releases covering new RedTab benefits, subscriber earning capabilities, and critical enhancements. Governed the release process across change requests, CR windows, QA sign-off, CAB readiness, holiday-freeze planning, and deployment traceability.
- Transformed loyalty data feeds by migrating them from Amazon Redshift to AuroraDB and Google Cloud (GDO), improving scalability and reducing legacy risk. Partnered with Legal, Security, and Analytics to ensure compliant use of customer data.
- Accelerated engineering productivity by driving adoption of AI-assisted development tools (GitHub Copilot, Amazon Q/Kiro) across 6 engineers, reaching 100% active usage and a 30% gain in cycle time and PR throughput. Reduced technical debt through authentication cleanup, legacy dependency removal, locale fixes, and release-readiness improvements.
- Supported high-visibility marketing and loyalty campaigns by coordinating bot monitoring, traffic analysis (Adobe Analytics, Quantum Metric), incident response, and operational readiness planning.
- Streamlined escalations by authoring troubleshooting runbooks, SOPs, delivery metrics, and executive-ready platform health summaries that gave leadership clear visibility. Facilitated Developer Squad health initiatives and retrospectives, converting feedback into concrete improvements.

Technical Skills: Zendesk, Zendesk Sunshine, Qualtrics, Adobe Analytics, Quantum Metric, GTM, Looker, Tableau, JIRA, Confluence, AWS Services, GCP, Pub/Sub, Glue, Lambda, AuroraDB, PostgreSQL, DBeaver, Microservices, REST APIs, GraphQL (BFF), Apollo Server, MuleSoft, Cordial, ContentStack, Optimizely, SAP Hybris, Manhattan OMS, MAO, Azure, Postman, New Relic, ServiceNow, Airtable, Figma, Synthesia, GitHub Copilot, Claude, Jenkins, Terraform

7-Eleven Inc – Irving, TX **October 2019 – April 2021**

Mobile Checkout (MCO): Supported launch of mobile self-checkout at 7-11 stores enabling customers to scan and pay using Apple Pay, Google Pay, and credit cards. **Live View Tracker** – As a store system, this IoT based product enables Store Associates to view activity of MCO customer in-store and assist per their need. (US20210233058)

7NOW Web 2.0: Led development of the 7NOW web platform supporting desktop and mobile ordering, enabling customers to order store items while earning and redeeming loyalty points.

Zendesk Agent Tools: Delivered custom Zendesk Agent Tools (ticket sidebar) and Admin Tools apps that connected order and member data to service interactions, so CSRs could resolve tickets with full context in one place.

SRE DevOps: Supported to implement various software infrastructure projects within 7Now DevOps to enable smooth delivery of features and enhancements.

Digital Product Owner / Scrum Master

- Owned end-to-end product delivery from **intake and discovery through release**, aligning business goals with technical execution. Defined product requirements and feature strategy with UX and engineering, balancing **user experience, scalability, and feasibility**.
- Led **data and analytics strategy**, improving event tracking and tagging to support product insights and roadmap decisions. Translated business strategy into **functional and non-functional requirements**, enabling scalable product solutions.
- Partnered with senior stakeholders to align priorities and deliver measurable outcomes across **digital and retail channels**.
- Led Scrum ceremonies and coached teams on **Agile best practices**, improving delivery consistency and team performance.

Technical Skills: Zendesk Agent, Zendesk Sunshine, Zendesk SDK for Helpcenter, MonkeyLearn, JIRA, Confluence, Aha!, AWS, Snowflake, ReactJS, MongoDB, Mixpanel, GTM, New Relic, Postman, Salesforce, PowerBI, Smartsheets, Figma, Zeplin, SharePoint, Riversand, MS Azure DevOps

Mr. Cooper – Irving, TX **December 2018 – October 2019**

Developed the **Debenture Interest (DI) Tracking and Management Tool**, enabling users to track curtailment events on defaulted loans and reduce financial risk.

Product Owner

- Partnered with SMEs to define business rules and create prioritized **product backlog items**. Managed MVP roadmap, release plans, and sprint backlogs using **VSTS**, improving delivery efficiency. Prioritized bugs and enhancements, ensuring alignment with product objectives and business priorities.
- Queried and analyzed data using **Oracle, SQL Server, and MongoDB** to identify and resolve data quality issues.
- Automated SharePoint workflows using **PowerApps**, streamlining the charge-off approval process.

Technical Skills: **REST APIs**, Microservices, Spring Boot, React JS, Cosmos DB, **Mongo DB**, Studio 3T, IBM ODM, IBM BPM, VSTS, **ServiceNow**, **SQL**, HERMIT, **PowerApps**, **SharePoint, MS Forms, MS Flows, Enterprise Data Management**

KPMG / PayPal – San Jose, CA **July 2018 – December 2018**

Worked on **Braintree Finance Transformation (BFiT)**, delivering financial reconciliation tools and dashboards for global payment operations.

Product Owner / Senior Business Analyst

- Documented reconciliation processes across **PayPal, Braintree, banks, and payment processors**, improving financial reporting accuracy.
- Analyzed **20M+ daily transactions using Redshift** to identify reconciliation logic and data discrepancies. Created epics, user stories, and system requirements to guide Agile delivery.

Advance Auto Parts – Roanoke, VA **October 2017 – July 2018**

Led enterprise implementation of **Reflexis Workforce Management**, including Task Manager, Workforce Scheduler, Store Walk, Time and Attendance, and Advanced Analytics.

Senior Business Systems Analyst / Scrum Master

- Gathered and prioritized requirements with senior stakeholders. Designed solutions for system gaps in collaboration with architects and SMEs.
- Created data mapping and integration documentation for **40+ system integrations** including Workday, PeopleSoft, and EDW.

Orpine Inc / Wells Fargo Advisors – St. Louis, MO **January 2017 – October 2017**

Redesigned workflows and UI for **IRA service request platform**, migrating legacy systems to **IBM BPM**.

Senior Business Analyst / Product Owner

- Defined epics, user stories, and acceptance criteria across multiple stakeholder groups.
- Produced business requirements, use cases, and UI prototypes.
- Supported production releases and post-implementation validation.

EARLIER EXPERIENCE:

Lead Business Analyst / Scrum Master – State Farm Insurance October 2015- December 2016

- Led requirements, process modeling, and UAT support for **Mobile Loss Reporting platform**.

Business Analyst – JSMN International January 2015 – September 2015

- Gathered requirements, performed SQL data validation, and developed reporting workflows.

Business Analyst – RR Donnelley (October 2011 – December 2012

- Supported logistics metrics platform analyzing warehouse and shipment performance.

Associate Business Analyst – Progressive Digital Media November 2009 – October 2011

Recruitment Analyst – AcePlacers Consultancy September 2008 – October 2009