

Anukul Kumar

Program Delivery Manager | Digital Project Manager | eCommerce Manager | UI/UX Expert | Digital Marketer

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PROFESSIONAL PROFILE

18 years of experience with majority involves in Digital Transformation for multiple applications from marketing research, conceptualization, discovery, planning, execution & production support for life science, eCommerce, web content management, responsive platforms, omni-channel solutions.

- Established successful track records, specifically in regulated environments with technical & functional understanding for Merck Human Health & Animal Health Division.
- Implementation of corporate governances of pixels and tags usage of different applications through Tealium Tag Management as part of Digital Analytics compliance
- Proven track record of successful implementation of compliance requirement of website user consent cookies management (CCPA - California Consumer Privacy Act) in more than 400 websites across the global for MAH.
- Successfully roll out application branding guidelines design systems (VIVID & MCONNECT) for Merck different size, needs & complexity web applications.
- Excellent business acumen, with proven ability to understand business processes and commercial strategies in detail – both at global and region/country levels.

Key Strengths & Skills	Functional: <ul style="list-style-type: none">▪ Digital Program Management▪ Digital Strategy Planning & Execution▪ Requirements Analysis▪ Scope & Deliverables▪ Agile Delivery Operations▪ Process Improvement▪ Program Governance▪ Team & Demand management▪ Vendors & Offshore Management▪ Pre-Sales proposal & negotiation	Technical: <ul style="list-style-type: none">▪ User Experience, Wireframe, Prototyping, Design System, Photoshop, InDesign, Sketch, Axure, InVision, Adobe XD▪ HTML5, CSS3, Bootstrap, Stylus, SaSS, Less, JavaScript, jQuery, Grunt, Gulp, node/npm, angular, reactjs▪ AWS (EC2, S3, Lambda, RDS, DynamoDB, CloudFront, API Gateway, code commit, Route53 etc.)▪ ASP.NET, Classic ASP, JSP, ISML, PHP, MySQL, SQL Server, Oracle, Eclipse▪ Google Analytics, GTM, Hotjar, Yoast SEO
Domain	Life Science – eCommerce, PRT PromoMats, GxP, Compliance, Products, MVCC, Marketing Research, workshop, Survey, A/B, Digital Marketing & Analytics, Design System, Branding.	
Tools	InterShop Suite, SDL Web, WP VIP, SharePoint, Adobe Experience Manager, Salesforce, SAP Commerce Cloud, SAP Commerce Cloud Payment, Magento, Drupal, Joomla, Xcode	
Others	TealiumIQ, Brightcove, AWS S3, Veeva Vault, Informatica, Qlik, google optimize, A/B Testing, Hotjar, Chatbots, Domain Management, SSL, Web Hosting, JIRA Admin & Automation	

CONSULTANT ACTIVITIES

- Navigate through internal organizational complexity & defined protocols to get the work done. Formulate planning, budgeting, forecasting, and reporting strategies.
- Project team onboarding, putting governance & escalation matrix. Project, resource loading & change requests plans creation, review & proposal.
- Pre-sales document review & draft proposal scope, activities, solutioning, working model.
- Review & negotiate buy rate vs sell rates for onshore candidates to meet targeted revenue. Handling onshore Interviews, conducting client discussion & onboarding.
- Participate scope, contractual activities like MSA, SOW, TO, Invoice etc. preparation & approval.
- Monthly/Quarterly program status with leadership to publish projects dashboards with different performance metrics.

- Conducting workshop & ideation session to get Productivity gain & value-add to customers

PROJECT DETAILS

Merck & Co., Inc.

2015 – Till Date

Merck & Co., Inc. is an American pharmaceutical company and one of the largest pharmaceutical companies in the world. The company was established in 1891 as the United States subsidiary of the German company Merck.

Role &

Responsibilities:

Program Delivery Manager– Web Strategy & Service (WSS)

- Comprehensive Digital Product ownership & management through end-to-end success.
- Responsible for business requirements, functional design, workflow & scenarios-based process design, prototyping, testing, training, defining support procedures.
- Project & Product management, combining knowledge of both science and technology to create or license innovative digital solutions, develop, and manage products roadmap.
- Behavior-Driven Development (BDD) methodologies towards defining a clear and concise agile team backlog. Responsible for building, editing, and maintaining the agile team backlog. Coordinate agile sprint planning and ensure readiness for the sprint planning.
- Work closely with Platform Product Manager to define detailed backlog and requirements that map to the themes and epics of the target offering.
- Communicate story detail and priorities and ensures the team aligns and agrees on sprint plan. Collaborate with the team to detail stories with acceptance criteria and examples in the form of acceptance tests.
- Analyze and interpret business needs and translate them into powerful, functional, beautiful, and well-integrated software products that generate novel scientific insights, enhance productivity, and drive a superior user experience.
- Lead and facilitate working sessions, workshops, business development efforts and constructing long term plans for how we develop marketing operating model capabilities and services
- Responsible for assisting & managing resources and drive interaction between onsite/offshore.
- Solving critical issues and performing quality checks on the deliverables and addressing all the technical/functional issues and effectively communicate for resolution.
- Responsible for change management, incident management, & service disruption. Identifying the risks, calculating the risk score, prioritize and plan to mitigate.
- Analyze the requirements from Functional Specification Document and provide solution design and make architecture decision for web application solution implementation.
- Addressing Business Critical issues during System testing, User Acceptance, Production Support and Emergency Production break-fix Release.

Projects:

- **HH Development, Migration & Modernization** - eCommerce, Content Management, KBR, Production enhancements & support
 - Merck Vaccines Web Content Management – WP VIP
 - Merck Vaccines & Pharmaceutical eCommerce – Intershop Suites, SAP Commerce Cloud
 - My Merck Accounts - SDL Web
 - Health In Practice Program, EVA, I3 & Merck Distributor Central – SDL Web
 - Merck Adult Vaccination Program – Custom WP VIP, microservices
 - Competitive Intelligence - AWS, microservices, node/npm, reactjs
 - Adult Economic Burden Model – Standalone Application
- **Merck Animal Health** - Production Support & Maintenance x 200 applications
- **BlueSky Migration & Modernization** – CI/CD Modernization & Application Migration to Cloud (AWS MCS2.0, Azure)
- **Jira Service Management (JSM)** Application Support & Automation
- Website analytics tag & tracking management
- Digital Accessibility Rollout – Websites Review, Roadmap & Implementation
- California Consumer Privacy Act (CCPA) cookies rollout & management

Toys-R-us Sports Authority Spanx Destination Maternity Stein Mart - Mobile Hybrid	<ul style="list-style-type: none"> ▪ Retail eCommerce with thousands product portfolio - Homepage, category, family, product details, cart to checkout implementation. ▪ Responsible for requirement gathering from different stakeholders. ▪ Conduct User Experience whiteboard, story board, interviews, wireframe & high-level prototypes presentation. ▪ Lead Creative Design review, revision & acceptance from business stakeholders. ▪ Participate into business IT collaborate clicks-n-conversations audits & marketing roadmap for production applications. ▪ Offshore/Onshore resource management. ▪ Tealium tag management ▪ Website & product portfolio personalization for holiday seasons.
Intel - TEMS Resource Management System	TEMS is web-based application for create/edit/soft delete Intel resources, keeper/admin can create query with saved resource & do any process management activities like check-In, checkout, soft delete withdraw etc.
Pearson - Immersive eBooks Reader	Developed eBook reader for showcasing their available books through soft copies. Immersive eBooks Reader is built using Modern frontend tools & technologies.
Dreamforce USA – HCL Internal	HCL Connect & HCL Predict (Salesforce Tablet Application)
GTECH Corporation	GTECH, the world leader in gaming technology, supplies end-to-end lottery services and lottery game content.
Unilever - Paddle Pop	www.paddlepopadventure.com
Unilever - CIF UK	http://www.cifclean.co.uk
Unilever - Lifebuoy Facebook Application	http://www.facebook.com/lifebuoy
TD Canada - Mobile App Development	http://www.tdcanadatrust.com
Allianz Investors - Documents Management System	http://www.allianzinvestors.com
British Council UK	http://www.educationuk.org
VAIL Resorts - Keystone, Heavenly, VAIL, Beaver creek, Breckenridge	http://www.keystoneresort.com http://www.vail.com http://www.beavercreek.com http://www.breckenridge.com
McGraw-Hill Companies	http://www.mcgraw-hill.com

EDUCATIONAL QUALIFICATION

Degree	Institution / University	Year
Bachelor in Information Technology	IGNOU, Delhi – India	2006
Higher National Diploma Computing & Multimedia	Edexcel Foundation - UK	2004

AWARDS & ACHIEVEMENTS

- **2015 - 2021 O-Infinity Awards** – HCL Achievers' League for continuous outstanding performance.
- Received “**O Infinity Hall of Fame 2020 - 2021**” award with HCL Technology.
- HCL recognized me as “**The Best Relationship Manager**” in Merck Engagement.
- Awarded as “**Star Certificate of Excellence**” for Significant Value-add to the customer in Merck Engagement.
- Awarded as “**Live Wire – Delivery R&R**” for excellent performance in eBay Engagement.