

Vikash Panjiyar

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SUMMARY

Senior Product Manager with a track record of shaping strategy, aligning diverse stakeholders, and delivering high-impact products across EMEA. Adaptable and creative, blending a background in makeup artistry with deep technical fluency to translate complex problems into clear, user-centred solutions. Known for driving clarity in ambiguity, accelerating delivery, and building strong cross-functional partnerships.

EXPERIENCE

Senior Manager, Digital Product Management

American Express

June 2025 - Present, Burgess Hill, United Kingdom

- Owned product alignment across **11 EMEA markets**, driving roadmap clarity and high-level solution design for initiatives deprioritised at enterprise level, ensuring smaller markets received rapid, high-quality delivery.
- Led the end-to-end delivery of **eight strategic initiatives** across growth, efficiency, and compliance, generating **\$3.6m in Pre-Tax Income** and accelerating speed-to-market for regional propositions.
- Designed and launched internal tools from user research to high-fidelity **Figma** prototypes, unlocking **2,000+ hours in annual operational efficiencies** across the region.
- Defined and executed cross-functional product strategy across EMEA, improving **planning accuracy and decision-making velocity** by aligning engineering, market, and portfolio teams around shared goals.
- Implemented a unified tooling strategy for the Product organisation using **Airtable** and **AI**, **reducing manual processes by 66%** and establishing the team's first centralised intake and prioritisation system.
- Acted as a **regional delivery engine** for smaller EMEA markets, rapidly shaping and shipping solutions that improved customer experience and unlocked incremental revenue-generating streams where enterprise teams lacked capacity.
- Managed and developed a Product Owner**, providing coaching, structure, and growth opportunities to strengthen delivery capability across the region.

Manager, Digital Product Management

American Express

April 2023 - May 2025, Burgess Hill, United Kingdom

- Shipped a new Salesforce-based integration for internal users, **reducing setup times from 17 days to 50 milliseconds** and transforming operational efficiency.
- Defined and led product strategy **across five applications and platforms**, reducing onboarding time by 30% and improving NPA scores by 0.5.
- Partnered across 13 business units to launch at least **28 competitive credit and redemption products**, aligning technical, commercial, and operational teams around shared outcomes.
- Secured resourcing and funding by **presenting data-driven business cases** that prioritised high-impact product investments.
- Led the recruitment and onboarding of the **enterprise's first UK Product Graduate Programme**, with 8 Graduates, establishing a scalable framework for early-career talent development.

Senior Associate, Digital Product Management

American Express

September 2021 - March 2023, Burgess Hill, United Kingdom

- Drove end-to-end delivery of core platform-migration infrastructure, enabling the seamless transition of 1.5 million active cards with zero customer disruption.
- Lead two cross-functional teams, combining UI, backend, and quality engineering to build robust and resilient applications with over 80% predictability.
- Converted technical architecture and integration details into actionable user stories and acceptance criteria, improving delivery clarity and reducing rework.

Junior Engineer & Product Owner (Industrial Placement)

American Express

September 2018 - September 2019, Burgess Hill, United Kingdom

- Designed and built automated test frameworks in Java and Cucumber, cutting regression time by 400% and materially improving platform stability.
- Owned and resolved recurring platform issues, partnering with senior engineers to deliver fixes that cut support tickets by 9% and strengthened system stability.
- Collaborated with senior engineers on system architecture and integration patterns, gaining deep technical context that strengthened my transition into a Product Owner role.

SKILLS

Product strategy and leadership: roadmap ownership, portfolio management, KPI definition, go-to-market execution, customer-journey optimisation, stakeholder alignment, cross-functional leadership, people development.

Technical and delivery excellence: API-driven development, backend/platform product management, data integration workflows, CI/CD and automation, internal tooling design, translating engineering concepts into business decisions, end-to-end delivery, prioritisation, execution under ambiguity.

Commercial, analytical, and regulatory capability: data-driven decision-making, commercial impact modelling, operational efficiency, performance measurement, regulated-environment product development, compliance gap remediation, cross-market governance.

Tools: Figma, Airtable, Jira, Confluence, GitHub Pages, Rally, ChatGPT, Copilot, Postman, Swagger, PowerBI, Google Cloud Platform

EDUCATION

BSc Computer Science (with Year in Industry)

University College London • London • 2021

- Achieved First Class (Hons.).