

K. RAVI SHANKAR

PRODUCT OWNER

 [curiouskumar.com](https://www.curiouskumar.com)
 <https://www.linkedin.com/in/kumar-ravi-shankar/>
 krshankar14@gmail.com
 [+91 9599565205](tel:+919599565205)
 [Pune, Maharashtra, India](#)

PROFESSIONAL SUMMARY

SAFe-certified Product Owner/Product Manager with 10+ years in travel technology, airline ticketing, and e-commerce. IATA-certified in Distribution and Airline Retailing with NDC. Strong expertise in airline fares, refund processing, ticket exchanges using ATC, and integration with GDS platforms like Amadeus and Sabre. Skilled in leveraging AI tools like ChatGPT, Gemini, and others to enhance delivery speed and efficiency. Proficient in NDC APIs, fare rule validations, BSPLink processes, and Agile delivery.

CORE COMPETENCIES

- Product Management & Requirement Gathering
- Airline Ticketing & Reporting Solutions
- GDS & PSS Systems (Amadeus, Sabre)
- Travel API Integration
- NDC and One Order Implementation
- Stakeholder Engagement
- Agile/Scrum Methodologies
- Process Optimization & Data Analysis

PRODUCT MANAGEMENT & AI TOOLS

- Product & Agile: JIRA, Confluence, Trello, Aha!, Miro.
- AI & Automation: ChatGPT, Perplexity, OpenAI APIs, NotebookLM.
- Analytics & Data: Adobe Analytics, Hotjar, Kibana.
- Wireframing & Prototyping: Figma, Balsamiq, Draw.io, Napkin AI
- API & Integration: Postman, SOAP UI, RESTful APIs.

WORK EXPERIENCE



Product Owner – Ticketing & Reporting

Accelya India
September 2023 – Present

- Leading enterprise ticketing and reporting solutions, integrating BSP and ARC per industry standards.
- Collaborating with airlines and stakeholders to define product roadmaps and deliverables.
- Enhancing payment processing with flexible transaction management for airline clients.
- Optimizing testing and approvals through automation, boosting efficiency and adoption of NDC & One Order.



Product Owner - Travel & eCom. Platform

Bajaj Markets (Bajaj Finserv Direct Limited)
September 2021 to September 2023

- Led product strategy and execution for an online travel platform, driving market research, UI/UX improvements, API integrations, and stakeholder collaboration to enhance customer experience.
- Implemented data-driven decision-making, leveraging Adobe Analytics and Hotjar to track user behavior, optimize conversion funnels, and increase platform engagement.
- Drove SEO and growth initiatives, enhancing discoverability through keyword research, metadata optimization, and on-page improvements, leading to higher organic traffic.
- Developed detailed product documentation, including user stories, feature specifications, and roadmaps, ensuring seamless alignment across engineering, design, and business teams.



Asst. Manager (Business Analyst)

Resbird Technologies Pvt. Ltd (Amadeus)
July 2015 to Aug. 2021 (6 years)

- Supported B2B/B2C clients in integrating Amadeus GDS APIs for airline bookings, exchanges (ATC), refunds, hotels, and car rentals APIs.
- Gathered travel domain business requirements, including fare rules and refund policies, and designed IATA, Airlines compliant workflows.
- Collaborated with dev teams to resolve GDS/NDC domain queries, validate test scenarios, and ensure accurate API implementation.
- Delivered product demos highlighting Ticketing, ATC exchange, Refund workflows, ticketing logic, and fare conditions to ensure seamless adoption.

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PRODUCT MANAGEMENT SKILLS

- GDS Systems: Amadeus, Sabre
- Agile Tools: Jira, Confluence
- Documentation: BRD, FRD, User Stories
- Data Analysis: Excel
- Methodologies: Agile, Scrum, Design Thinking

EDUCATION

- MBA (International Business)
SMU - 2015
- Bachelor of Tourism Management
IITM- 2009

CERTIFICATIONS

- Distribution & Airline Retailing with NDC - IATA - 2025
- SAFE Agile - Product Owner/Product Manager - 2024
- Introduction to Prompt Engineering for Generative AI - LinkedIn - 2023
- Becoming an AI-First Product Leader- LinkedIn - 2023
- Next-Generation AI: An Intro to GPT-3- LinkedIn - 2023
- Business Analysis - Foundation

SOFT SKILLS

- Stakeholder Management
- Problem-Solving & Analytical Thinking
- Effective Communication
- Time Management & Prioritization

OTHER DETAILS

- Date of Birth : 14th Oct. 1987
- Marital Details : Married
- Notice Period: 3 months

WORK EXPERIENCE



Sr. Travel Analyst

American Express India Pvt. Ltd.
May 2013 to June 2015 (2 years)

- Managed reservations, invoicing, and payment processing for air, hotel, and car bookings, ensuring accuracy and efficiency.
- Analyzed rejected bookings and sales reports, implementing process improvements for compliance and operational excellence.
- Delivered training and support on booking, ticketing, and payment workflows for internal teams and clients.



Agent- Back Office

Call BA (Subsidiary of British Airways Pvt. Ltd.)
August 2012 to May. 2013

- Performed quality checks and reconciliations of sales reports for global airline markets, ensuring accuracy and compliance.
- Coordinated with National Banks of Nigeria to resolve booking discrepancies and streamline reconciliation processes.
- Supported marine travel agents with ticketing and fare bookings for seamen travel, ensuring smooth operations.



Executive - Helpdesk

Amadeus India Pvt. Ltd.)
July 2010 – July 2012 (2 years)

- Managed agencies functional queries related to Amadeus GDS, including PNR exchanges, ticketing, car rentals, hotels, and travel insurance.
- Provided technical troubleshooting for GDS-related issues, ensuring smooth operations for travel agencies and corporate clients.
- Generated reports and conducted offline troubleshooting for major travel portals using Amadeus as their backend GDS.
- Managed Amadeus support emails and outbound cases, resolving schedule changes and reservation discrepancies effectively.