

ANNIE SARLINA SAMINATHAN

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PROFESSIONAL SUMMARY

Product Owner and Change Manager with 9+ years of experience in identity verification, KYC compliance, and product lifecycle management across regulated industries. Proven track record in building and optimizing verification services, KPI dashboards, and fraud-prevention solutions that drive regulatory compliance, customer trust, and business growth.

TECHNICAL SKILLS

Project Management Tools: JIRA, Confluence, Sprint Planning

Data Analytics: MicroStrategy, KPI Tracking, Trend Analysis

Compliance Systems: KYC/AML Frameworks, Bio Reports, Regulatory Systems

WORK EXPERIENCE

FLUTTER INTERNATIONAL

PRODUCT OWNER - *Product Management & Delivery.* **2024 - 2025**

- **Product Development:** Delivered automation solutions including document processing tools that increased verification efficiency by **45%** and enabled market entry in new jurisdictions within 3 sprints.
- **Product Lifecycle Management:** Managed identity verification and AML products end-to-end, from regulatory requirements through customer experience design and stakeholder demonstrations.
- **Third-Party Integration:** Integrated multiple electronic verification vendors, improving accuracy, reducing manual workload, and enhancing customer onboarding experiences.
- **Regulatory Compliance:** Oversaw licensing and compliance across **20+** global jurisdictions, ensuring timely product launches and avoiding regulatory penalties.

CHANGE MANAGER - *Vendor Management & Delivery, CDD.* **2022 - 2024**

- **Vendor Relationship Management:** Led vendor partnerships, boosting verification success to **65%**.
- **Process Optimization:** Optimized performance tracking by leveraging MicroStrategy reports and weekly rule updates to ensure real-time data accuracy.
- **Automation Implementation:** Implemented ID verification automation, processing **1,000+** players daily.
- **Documentation Development:** Developed help center content for PokerStars & Betfair, enhancing player self-service and reducing support inquiries.

CUSTOMER SUPPORT TEAM LEADER **2020 - 2022**

- **Team Leadership:** Managed **30-member** support team, implementing process improvements that increased operational efficiency by **95%**.
- **Escalation & Resolution:** Resolved high-level customer escalations within **72-hour** SLA, turning negative feedback into positive outcomes.
- **Talent & Cross-Functional Development:** Led recruitment and training for **70+** new hires while collaborating with product, policy, and legal teams to enhance customer response protocols.

CUSTOMER SUPPORT ADVISOR & VERIFICATION SPECIALIST **2016 - 2020**

- **Customer Experience:** Maintained a **96%** customer satisfaction rate through proactive issue resolution and personalized support strategies.
- **Due Diligence & Fraud Detection:** Managed KYC processes while investigating suspicious accounts using biometric reports and advanced verification techniques.

EDUCATION

MBA in Finance & Marketing | *St. Joseph Degrees & PG College* **2014 - 2016**

- **Focus areas:** Finance, Marketing, Operations Management, Information Technology, Corporate Law, French.

BCom Regular | *Villa Marie Degree College for Women* **2011 - 2014**

- **Focus areas:** Statistics, Taxation and Business Communication.

CERTIFICATIONS & RECOGNITIONS

- **Google Project Management Certification** (2023)
- **Star Award for Process Improvement** (2021)
- **Award for SUMSUB Product Launch** (2023)
- **Award for IAC All License Integration** (2024)

References and Recommendation letters available upon request