# *A Data Focused Product Leader owning Enterprise Data Products and Services for the past 18 years. Built and lead teams from scratch to develop Omni-Channel Digital Transformation Initiatives that led to organizations and cross platform teams save business dollars in real time, with AI/ML pattern driven capabilities.A personalized commitment to enhance business’s Digital & Data Products experience by building adaptable and self-served solution driven Marketing, Analytics, Technology and Cloud architecture framework that’s feedback iterative in nature. Proven track record of driving roadmap that align to prioritized business functionalities, through several collaborative initiatives from ground up, for Brand Leaders across different industries like GAP, GSK, Capital One and P&G. Identified key value propositions aligning with growth opportunities associated with Finance, Retail and Healthcare domains.Currently working on a robust roadmap filled with innovative 3D Content Creation use cases for a Virtual Try-on, as well as Digital Product Creation Lifecycle at GAP while successfully utilizing Generative AI for content creation to automated content distribution to content delivery predictions and optimization, to drive Personalized recommendation, User Behavior analysis embedded within 3D Garment’s Product Designing Procedure as well as Optimizing a highly interactive Virtual Try-On User Experience (UX) that’s mostly customer driven for pushing the ecomm dollars.Always a firm believer of resolving sustainability and scalability problems early on by incorporating Microservices and DevOps concepts that decouples services per business functionality in a seamless manner to expedite the Product life cycle at various stages from discovery to shipping.*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# **Overall Experience Summary :**

### **GAP ( Jan 2022 – Current )**

**Senior Manager : Product Management**

* Leading the Digitization Of Fashion Industry by defining the Roadmap and Vision for the **Drapr – 3D Content as a Product** Pipeline. By understanding the underlying business problems and aligning it with what the future of 3D content as a Product can do to help out the ecommerce platform, as well as Digital Product Creation lifecycle in not only expediting the delivery cycle of a product but also drastically improving the Quality of a Product to market lifecyle with a heavier user centric focus.
* Recruited and directly managing a high-performing 3D Content Creation organization, that comprises of a total of 36 3D junior and senior content designers along with 30 contractors, 3D content pipeline owners along with Art Directors. 5-10M budget
* This 3D Content team has been established for the first time in the history of ecommerce industry, that has a unique blend of fashion industry plus gaming designers, that bring the authenticity in the content delivered at the end of the cycle.
* Delivered highly robust and automation driven work management design modules, feedback and demo frameworks along with effectively structuring teams within the organization, to exponentially address the growing amount of content and data being produced and added to various GAP’s brands on a quarterly seasonal product cycle by enabling a 3D ContentOps capability.
* Launched Backend Product Management, where I work closely with engineering leads and teams, data analysts, data scientists, architects to enable the solution designing and implementation of various data products in a self-served module build in GCP, to be leveraged by various parts of the virtual try-on product including the 3D Content Development and will be eventually plugged into other segments of the broader product lifecycle that will satisfy real time business needs within minutes of requests made to enhance the overall ecommerce experience.
* Decreased the delivery cycle from 3 month to a monthly cycle and increased the percentage of content produced to be 90% of the products going live per season from per brand’s catalogue coverage.

### **GSK ( Sep 2018 – Dec 2021 )**

**Senior Product Manager**

* Built GSK’s first enterprise big data and advanced analytics platform using Azure cloud, open-source, and commercial components to democratize data assets, forge data as a strategic competitive advantage.
* Led technical execution of “Value Strikes” initiative to seize £1B in projected savings across Vaccine and R&D use cases. Optimizations supply chain, payables, field force allocation, etc.
* Managed high-performing data organization comprised of 15 data engineers, data scientists, data analysts and product managers in the US and India, and up to 10 contractors. $15M budget.
* Delivered federated cloud data ecosystem with central data management core and customizable nodes per business unit, multi-tenant, globally distributed, ML-ready, API-driven, and one-click DevOps deployment.
* Launched data product management, DataOps, and data engineering at GSK, and provided tools and services for analytics, data science and visualization.
* Redefined data job families, and developed skill curriculums for the upskilling and continuous development of data talent.
* Decreased data pipeline development time by 80% by creating self-service data ingestion hub.
* Led multiple initiatives to improve Tech culture: Senior Leader Culture Team, US Tech Inclusion and Diversity Council, and Women in Tech Allies.
* Spear-headed product management, Agile, GitHub, and SAFe adoption across Tech.
* Contracted team and deployed process for support model for Enterprise Data and Analytics Platform.
* Negotiated and contracted enterprise agreements with vendors like Cognizant for Data Migration initiatives.

### **Consortium Inc: Influent50 (AARP.org) (Sep 2017 – Sep 2018)**

**Marketing Manager**

* Enabled a budget friendly, Digitization of a Marketing Campaign Digital Media Analysis of a Non Profit Organization, that had to deliver maximum ROI to it’s client partners on a monthly iterative cycle with producing growth opportunities each time a seasonal campaign was published via various customer touch points.
* Led the transformation effort of a print media product cycle to a digital media cycle with Analytics & Reporting for the Omnichannel Marketing Campaigns Via Adobe Marketing and Experience Suite.
* Conceptulaized and developed solutions like marketing channel : client engagement report with a break through insights on budget forecasting for the coming quarter and an entire fiscal year.
* Saved the client 2 million in yearly revenue by sunsetting print media and leveraging digital media, and drove the discount campaigns to a profitable growth from 50k to a million In a span of just 6 months by proper segmentation of dollars to spent per campaign space.

### **Cognizant : CAPITAL ONE ( Feb 2012 – Sep 2017)**

**Digital Analytics & Digital Marketing – Product & Tech Lead**

* Led and managed a team of 10-15 engineers, managers, testers, in the planning and execution phase of Digitization of data driven UX strategies at Capital One Bank, initiating a step by step journey of learning business case studies and key metrics from traditional systems and converting into user friendly marketing strategies that in turn resulted into a technology first mindset throughout the organization.
* Adobe Marketing & Analytics Suite coupled with Tag Management Solution-Ensighten and a highly productive software development lifecycle being used to deliver high quality and time sensitive Digital Analytics Products to the market with end to end regression testing which in turn enhanced their web and mobile user experience (UX).
* This Data driven product strategy resulted in a lot of UI design evolutions and framework methodologies like publisher-subscriber data model for click-stream data to federating out tech with business goals as a singular marketing and analytics framework created a lot of new business opportunities for the tech driven business solutions.
* Led a 5 million worth account alongside developing various other Product Proposals as part of Cognizant AI & Analytics team, by being involved in mentoring and managing a team of 20 members right from the onboarding process to performance feedbacks and handling appraisal cycles for each individual in the team. Played a prime role in building multiple new Product Proposals, Digital Marketing and Data Analytics Workshop Sessions and Product Road-Maps converting prospects to clients. In this 6 year tenure also increased the account revenue from 2 million to 5 million and decreasing the product development lifecycle from 4 weeks to a day’s timeframe.

# **Previous Experiences :**

### **Company : TekSystems**

**Digital Analytics & Digital Marketing Consultant**

**Client : Possible World Wide : Advertising Firm for P&G ( Sep 2011 – Feb 2012)**

### **Company : HyTech Consulting INC ( Apr 2011 – Aug 2011)**

**Web Analytics Consultant**

### **Company : DIRECTI ( Mar 2006 – Jun 2009)**

**Search Engine Marketing Consultant**

# **Education History & Certifications**

*\*For additional certification info please check my LinkedIn*

Bachelor of Engineering in Computer Science & Engineering | Year 2005

**Biju Pattnaik University of Technology (Odisha, India)**

Masters Certification Program in Internet Marketing | Year 2011

**University Of San Francisco (USF)**

**Certifications :** Certified Scrum Product Owner , SAFE Certified Product Owner

API Design & Developments : **Google Cloud API Platform**

Marketing In a Digital World & Digital Analytics for Marketing Professionals | Year 2016

**University of Illinois at Urbana Champaign**

# **Skillsets**

* Product Design & Product Management :
  + Designing and creating API’s and Microservices, Cloud Architect, Solution Designing Streaming Solutions
  + JIRA, Airfocus, Wrike, Roadmunk, Product Plan,API Fuse, MIRO, Productmap, Mindmap
  + Prototyping Tools for Product Design : Invision, Sketch, Marvel, Figma, Adobe XD, Origami, Zeplin
  + Brand Management & InfoGraphics : Logo Maker, Canva , Easel.Ly, Adobe Spark, Weebly
  + CI/CD & Automation Testing Framework: Circle CI, Gitlab, Jenkins, Selenium
* Data Platform: Azure, Collibra, Adobe Real-Time Data Platform, Talend, Adobe Audience Manager
* Database & Data Management : Data Preparation, Configuring Data Pipelines with various API integrations, Machine Learning , Database Structures and Algorithms, Pattern Recognition, Data Quality, MySQL, COSMOS
* Data Analytics & Data Science : Databricks, Power BI, Adobe Analytics, Google Analytics, ThoughtSpot, ReportBuilder
* Cloud Platform : Azure, AWS, GCP
* Programming Languages : Python, JSON, Javascript, JQUERY, Spark SQL,YAML, XML, CSS, HTML, ReactJS, SQL
* AI/ML Models : Deep Neural Networks, Random Forest, Linear Regression, K-Means, Decision Trees, Logistic Regression,
* AI Tools :Google TensorFlow, Vertex AI, MS Azure Machine Learning, Databricks MLOps, Jasper, DALL-E-2, Synthesia, Chat GPT, Grammarly, Github Copilot, Google Bard, Google Assistant, Speechify