



Pratiksha Misra

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My Official Website - <http://www.pratikshamisra.com>

15 years of being part of various Digital & Data Product's customer Journey by building optimized and adoptable Marketing, Analytics, Technology and Cloud Solutions around the Finance, Retail and Healthcare Industry. Utilizing Data and Technologies to drive the Product's design, User Experience (UX), strategy and implementation through SDLC & Agile design principles by incorporating innumerable design patterns, measurement frameworks and parallelizing concepts that can be decoupled to expedite the Product life cycle at their various stages from discovery to shipping.

- Currently a **Senior Product Manager for the Data Centric Microservices being built to be leveraged by the organization via a Centralized Data Marketplace**, that will give the key persona's like data scientists, data engineers, product managers, brand managers, third party vendors from the key HCP markets like vaccine, pharma commercial, pharma supply chain, consumer healthcare to use the required data pipelines for their current business and patient facing application needs without going through the hassle of paying for additional infrastructure, networking topologies, tools and technology stack or other compliance and regulatory needs like GxP, GDPR. Have been successful in establishing multiple secure data product pipelines specifically for the R&D and Vaccine line of Data Products with greater emphasis on system performance, scalability of the current tech stack and enhancement in user experience by an affordable cloud solution.



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BACKGROUND :

**for specific experience details please visit my LinkedIn Profile*

- **Domain Optimization & Web Hosting Products : Start-Up Tech Industry**

- Increased the ROI and click thru rate of the client portfolio by 50% in 6 months, by redesigning and website optimization.
- Managed the team of 25 members as well as clients and stakeholders spread across global markets, to increase their domain revenue by taking into account effective client feedback and market trends.

- **Digital & Brand Management Products : Retail Industry**

- Designing and Analyzing Product Launches and Various Brand Driven Social Media Campaigns via YouTube, Facebook with P&G as a part of their ad agency Possible World Wide, where I started creating digital products using Adobe Analytics tool which was then called “Omniure –Site Catalyst” and Google Analytics being the medium of determining Product success and future marketing strategies.

- **Digital Analytics & Technology Stack : Banking & Finance Industry**

- Have lead the team in the planning and execution phase of Digital Data Product evolution of Capital One Bank from traditional systems and strategies to evolving into a technology first organization.
- Adobe Marketing & Analytics Suite coupled with Tag Management Solution- Enshighten 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.
- 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.



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- Lead the Cognizant AI & Analytics team members, by being involved in mentoring and managing them 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.
- **Discount Marketing Campaigns & Omnichannel Marketing : Non Profit Industry**
 - Communicated the outcome of Omnichannel marketing efforts to the clients and stakeholders via showcasing the key budget highlights and success across various marketing categories.
 - Build multiple Data Products outlining their omnichannel marketing activities to reduce the gap of Digital and Traditional ad campaign analysis and making it seamless to infer the business growth for the coming production pipelines.
- **Freelancing & Ownership of Digital Products**
 - Have volunteered with various small business firms and collaborated with startup companies helping them create an effective online presence for their websites.
 - Own Digital Products, and enhance them with appropriate design cadence and branding methodologies with proper priority to success metrics and audience insights.
Business Goals Accomplished :
 - Acquired 8000 followers for my Facebook page @innocentthoughts.

**for more insights on my products please visit my website*

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Experience

SENIOR PRODUCT MANAGER | GLAXOSMITHKLINE

PHILADELPHIA, PA — SEP 2018 – CURRENT

- Lead the Product team in this Digital Transformation venture by leveraging Agile Methodologies through employee survey feedbacks and comparative analysis on process frameworks, design approaches, tools, technologies and reusable patterns as it pertains to the traditional business tech processes to get them more aligned with the overall tech transformation strategy, directly impacting patient friendly product pipelines.
- Working actively in a scrum framework with large cross functional team members senior data engineers, data owners, data stewards, data scientists, data analysts, data scientists along with UI designers, Data Architects, Senior leaders on a regular basis to prioritize the critical product and service requirements alongside key business objectives for the coming fiscal quarter.
- A self-service capability for the end users to access, enable, and enhance their data products based on the tech stack and tool stack already available from an enterprise wide capability, instead of waiting for months and years to try out those new features for advance analytics purpose.
- Enablement and evaluation of tools and technologies on the fly within the data products discovery and market research phase while mapping each of the solution artifacts before product launch and release dates. Closely monitoring the key validation tasks after each implementation phase gets ready to be promoted to the next phase of deployments.
- Hands on expertise in configuring and establishing these devOps pipelines for the tasks that are repetitive in nature and making automation play a key role in cutting down the product development cycle before the next iteration goes live.

Key Products Delivered:

Enterprise Tech – **Click-Stream Data Product** - To enhance the user experience for Internal GSK mobile applications and helping the Product leads to prioritize the key features for the users



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accordingly. Our solution was via Tealium SDK and Tealium Tag Management Solution and was build and delivered in the span of just 3 months already tracking the user behavior on day 1 of the application go live.

Enterprise Tech - **Databricks Sandbox – DataOps Microservice** – A sandbox version of Databricks that set up a databricks workspace to the tech users to experiment with their data-sets and get closer to the tool while moving away from using the regular ETL stack for data loading and analysis purpose

R&D Tech - **Covid Control Tower – DataOps Microservice** – An end to end data pipeline taking into account the data integrations with traditional source applications(Clinical Trial Systems like StudyOptimizer, eTrack) along with clinical survey data-sets via SharePoint, and Public data-sets via Github, for creating a pipeline to measure the impacts of COVID in various clinical trials conducted by the clinical asset leads team per therapeutic area. Finally the end-point being ThoughtSpot an AI application that helps in finding drill down details around each of the clinical trial IDs making sure it had the maximum regional coverage to help making informed decisions.

Vaccine Tech - **DataOps Microservice** – A migration pipeline that first assesses and analyzes the current data products in traditional systems, on-prem data-centers, in terms of performance, cost, problem solving abilities and prioritizes the key functional requirements to be handled mostly via cloud solutions leveraging IaaS, PaaS & SaaS capabilities to be easily accessible and providing a FinOps capability to business stakeholders to maintain their budget accordingly.

Vaccine Tech – **DataOps Microservice** – Data Onboarding Pipeline that has all the checks in place to enable a robust data ecosystem automatically that has been build using cloud solutions to make highly classified data accessible to anyone across the organization via an API marketplace. These data pipelines will be utilized to make business decisions via the data-sets as it pertains to the various lines of business(R&D, Vaccines, Pharma Supply Chain, Commercial Pharma) making the decision more data driven in nature for successful outcomes.

Some of the key highlighted features & capabilities as mentioned below:-

- Mesh Node Architecture & Infrastructure with secure connectivity across
- Secure Data Access & Pipeline Configurations : optimized regularly



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- Data Management and Search Data Catalogue
- Data Ingestion Framework
- Data Optimization in various stages leveraging Databricks Delta format
- Machine Learning & AI infra capabilities enablement
- Data Modeling Capabilities
- Data Analysis in various stages of Data Consumption
- Effective Cost Monitoring for various modules (FinOps)
 - to effectively spin up and down a resource once the usage is done
 - to effectively use the components and monitor performance on a regular basis

Security & Compliance – Delivering security and compliance effective artifacts as it pertains to the regulated GxP products while getting deployed by means of the software development lifecycle. Making sure each of the deployments and networking routes are well within the secure norms and is documented in a timely manner to be available for auditing exercises by third party auditors.



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Education

**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

Skills : Experience in both the Front End & Back End Product Development Methodology.

Data & Analytics: Data Management Patterns, Solution Designing for Data Products, Adobe Marketing Cloud, Azure Cloud Solution with emphasis on designing the Data Platform and Migration according to the Product requirements, Talend Stack with emphasis on TAC on-prem solution migration to their cloud solution TMC, Talend SaaS, Databricks

Cloud Platform : Microsoft Azure

Data Capture, Meta Tags, Debugging Tools- Enshighten, Adobe Dynamic Tag Management, Google Tag Manager, Tealium IQ, Tealium Eventstream, Collibra , ObservePoint

Digital Marketing | Data Analytics Tools | Data Science Tools - Optimizely, Exact Target, Appannie, Serpstat, Marketo, Chango, Rocketfuel, Similarweb , Facebook Insights, Facebook Ads, Flatpack, Google Adwords, Google Web Master, Youtube Insights, Google trends, Adobe Analytics, Adobe Test & Target , Adobe Data Warehouse, Report Builder , Adobe Audience Manager Google Analytics , Google Paid Search , Clarabridge, Data Work Bench, IBM TeaLeaf, Mix Panel, ClickTale , WordPress, Feedly, SEMRush, Moz, Copyscape, Quora, Mailchimp, Databricks, JupyterHub, Power BI, ThoughtSpot



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Project Management Tools - JIRA, VersionOne, Github, MIRO , Productmap, MindMap

Technical Languages - HTML, CSS, XML, JavaScript, JQUERY, Spark SQL,Python, JSON