



## Pratiksha Misra

440-532-2833 | [misrapratiksha@gmail.com](mailto:misrapratiksha@gmail.com) | <https://www.linkedin.com/in/pratikshamisra> | @JustUtter |  
My Official Website - <http://www.pratikshamisra.com>

---

As a seasoned **Growth Product Leader, Brand Owner, and Author of JustUtter**—with a thriving user base of nearly 100,000—I have built a career centered on strategic data product leadership, robust stakeholder engagement, and a customer-focused approach to data innovation. My expertise lies in envisioning, strategizing, and executing the roadmap for enterprise-scale data products, such as Customer Data Platforms, Manufacturing and Clinical Trial Data Solutions, and Patient 360 Data Sets, all of which drive AI/ML-powered decision-making and deliver real-time insights across complex data ecosystems.

I have a proven track record in architecting **enterprise-scale data platforms and data lakehouses**, such as Snowflake and Databricks, to deliver **real-time insights and streamline operations**. Key achievements include building an **Enterprise Customer Data Platform at Capital One** to drive customer insights, creating a **comprehensive data platform for manufacturing optimization and clinical trial improvements at GSK and AARP**, and leading the strategic implementation of **GenAI solutions at Gap Inc. and P&G**. These solutions, including **3D content creation, inventory management, and personalized recommendations**, have empowered teams to make **data-driven decisions and enhance customer experiences**.

Combining agile product development with strategic onboarding, I built and scaled high-performance teams aligned with organizational goals. This enables rapid adoption, fosters a data-driven culture, and empowers teams to make swift, data-informed decisions—reducing operational demands and unlocking the full potential of AI-driven solutions that drive business growth and elevate user satisfaction.

---

### Summary Highlights

- **18+ years in data product leadership**, creating and **deploying customer-centric data products for Fortune 500 companies, including Capital One, GSK, and Gap Inc.**
- **AI/ML-Driven Data Platforms:** Owned and managed the development of enterprise data products for manufacturing, clinical trials, and inventory management, enabling scalable AI/ML decision making.
- **Growth Hacking Mindset:** Demonstrated ability to prototype and scale data driven products that reduce friction and increase adoption, exemplified by Gap Inc's 3D content creation platform.
- **GenAI Innovation:** Leveraged GenAI to enhance personalized customer experiences and streamline workflows, including virtual try-ons and catalog recommendations that boost engagement and sales.
- **DataOps and Data Governance:** Championed robust data governance and DataOps strategies to improve data quality and accessibility, ensuring secure, compliant practices across platforms.



## Pratiksha Misra

440-532-2833 | [misrapratiksha@gmail.com](mailto:misrapratiksha@gmail.com) | <https://www.linkedin.com/in/pratikshamisra> | @JustUtter |

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

## Work Experience:

### GAP (JAN 2022 – CURRENT)

#### Senior Manager: P2M Data Platform

##### Pioneering GenAI and P2M Innovation for Brands like Old Navy, Athleta, and Gap

- **Cross-Functional Collaboration:** Spearheaded partnerships with engineers, 3D designers, merchandisers, and digital product creation teams to bring innovative GenAI solutions to life. Collaborated with enterprise tech and product leaders to ensure seamless integration and cost-effective implementation of AI-driven applications within existing workflows.
- **GenAI-Powered Experimentation Platform:** Drove the development of an experimentation platform on Google Cloud to support 3D content management and content creation workflows. Empowered designers to rapidly prototype and optimize 3D models, accelerating the design process while reducing production costs.
- **Virtual Try-On Application with Microservices Architecture:** Led the creation of a virtual try-on application built on a scalable microservices framework, enhancing the customer shopping experience with immersive, interactive features. This initiative allowed users to visualize products in real-time, boosting engagement and contributing to higher conversion rates.
- **GenAI for Buy Forecast Planning and Inventory Management:** Developed a GenAI-based buy forecasting model to optimize inventory planning. Utilized predictive analytics to improve stock allocation, minimize overstock, and align inventory levels with customer demand trends, resulting in operational efficiency gains and cost savings.
- **Personalized Search Filters and Catalog Visibility:** Implemented personalized search filters for catalog items, enhancing the user experience by tailoring recommendations and improving product visibility. This GenAI-driven feature allowed for more relevant product discovery, helping to increase marketing effectiveness and customer satisfaction.
- **Strategic Stakeholder Engagement and Product Roadmap Development:** Defined and executed a product roadmap that aligned 3D content and GenAI solutions with the strategic objectives of Gap Inc. brands. Secured leadership buy-in to integrate these tools as essential elements of the digital transformation strategy, driving adoption across key business units and achieving measurable results in customer engagement and process efficiency.

### GSK (SEP 2018 – DEC 2021)

#### Senior Product Manager

- **Spearheaded the Development of a Scalable Data Platform:** Designed and implemented a comprehensive data platform on Azure, leveraging technologies like Data Lake, Databricks, and Synapse Analytics, to support critical vaccine research and development initiatives.
- **Pioneered Modernized Data Sharing with Lakehouse Architecture:** Implemented a Lakehouse architecture to streamline data sharing with external partners, ensuring data accessibility, transparency, and governance.
- **Drove Data Governance and Efficiency with DataOps:** Established a robust DataOps framework to automate data pipelines, improve data quality, and maintain data governance standards.
- **Strategically Partnered and Owned Accountability for Cross-Functional Collaboration and Data Mesh:** Fostered a collaborative culture among data engineers, analysts, and scientists to architect a data mesh framework, decentralizing data ownership and improving data accessibility and governance.



## Pratiksha Misra

440-532-2833 | [misrapratiksha@gmail.com](mailto:misrapratiksha@gmail.com) | <https://www.linkedin.com/in/pratikshamisra> | @JustUtter |

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

- **Cultivated a Data-Driven Culture and Robust Governance:** Promoted a data-driven culture by providing training and empowering teams to leverage data insights for informed decision-making. Implemented a robust governance framework to ensure data quality, security, and compliance.
- **Optimized Cost and Scalability with Azure:** Leveraged Azure's cost-effective and scalable infrastructure to optimize data storage, processing, and analytics, supporting large datasets and high-demand workloads for clinical trial optimization and R&D acceleration.

### CONSORTIUM INC: INFLUENT50 (AARP.ORG) (SEP 2017 – SEP 2018)

#### Marketing Analytics Manager

- **Driving Omnichannel Marketing Transformation through Strategic Stakeholder Management:** Led the digital transformation of marketing campaigns for a non-profit, guiding client stakeholder through a data-driven transition from print to digital media that delivered substantial ROI. By cultivating strong relationships with senior leaders and aligning strategic goals, I facilitated a seamless shift to a digital-first approach, significantly improving campaign performance and tracking.
- **Client Onboarding and Data-Driven Engagement Roadmap Development:** Partnered with clients to design a data-centric roadmap for omnichannel campaigns, enhancing customer engagement across touchpoints. This involved in-depth onboarding and collaborative roadmap development, allowing clients to leverage actionable insights to build loyalty and personalize content effectively.
- **Budget Alignment and Forecasting with Analytics Solutions:** Conducted strategic budget discussions to maximize campaign ROI, providing clients with a data-driven engagement report for informed budgeting and resource allocation. These insights empowered stakeholders to adjust based on real-time performance, fostering a transparent approach to budget management.
- **Building a Data-Driven Omnichannel Platform:** Implemented Adobe Marketing and Experience Suite to create a unified marketing platform that supports real-time, data-driven decisions. This platform optimized content delivery across channels, enabling clients to enhance engagement and streamline campaign effectiveness.
- **Delivering Substantial Cost Savings and Revenue Growth:** Through digital channel optimization and targeted spend management, I saved the client \$2 million annually and boosted campaign profitability from \$50,000 to \$1 million in six months. By combining data-driven marketing insights with strong client partnerships, I delivered a sustainable foundation for high-impact omnichannel engagement.

### COGNIZANT: CAPITAL ONE (FEB 2012 – SEP 2017)

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

- **Client and Stakeholder Onboarding for Digital Transformation:** Effectively onboarded clients and engaged stakeholders in a data-driven transformation initiative centered on a unified Customer Data Platform (CDP). By aligning strategic goals and showcasing value, I ensured strong adoption and streamlined integration into the digital roadmap.
- **Roadmap Development for Automation and Customer Success:** Created and executed a tech roadmap to automate clickstream event tracking, integrating Adobe Test & Target, Adobe Analytics, Ensighten, Tealium, and Optimizely into a unified CDP. This centralized data platform enabled actionable insights and personalized customer experiences, empowering clients to drive engagement and optimize marketing ROI.
- **Building and Leading a High-Performance Team:** Assembled an engineering and testing team from scratch, implementing agile practices to deliver scalable solutions aligned with client objectives. Our team's efficiency enabled rapid, reliable deployments and real-time data integration, driving swift, and measurable results.



## Pratiksha Misra

440-532-2833 | [misrapratiksha@gmail.com](mailto:misrapratiksha@gmail.com) | <https://www.linkedin.com/in/pratikshamisra> | @JustUtter |  
My Official Website - <http://www.pratikshamisra.com>

### EARLIER EXPERIENCES: [ 2006 – 2012]

- Adobe Analytics & Google Analytics Consultant for Marketing Campaigns at **POSSIBLE WORLDWIDE, an Ad Agency for P&G**
- Digital Marketing Consultant at **HYTECH CONSULTING INC**
- Search Engine Optimization & Marketing Consultant at **DIRECTI (A Start Up Internet Advertising Firm)**

### Skillsets

- **Strategic Leadership:** Drive product vision, strategy, and roadmap development for data platforms, 3D content creation platforms, marketing campaign and clickstream data platforms. Set clear goals, prioritize initiatives, and make data-driven decisions to achieve business objectives.
- **Product Operations:** Optimize product lifecycle management, including release planning, launch execution, and post-launch support for platform products. Implement best practices for product operations to ensure efficient workflows and high-quality deliverables.
- **User Experience:** Create intuitive and engaging user experiences for platform users, including data scientists, 3D content creators, and marketers. Leverage prototyping tools like Figma to visualize and test user interactions.
- **Data-Driven Decision Making:** Utilize data analytics tools like Adobe Analytics and Google Analytics to track key metrics, measure platform performance, and identify areas for improvement.
- **Sales:** Internal product marketing to Business and Executive Leadership at CxO levels to demo the key drivers, benefits and ROI of the digital and data transformation.
- **Account and Stakeholder Management:** Build strong relationships with key stakeholders, including customers, executives, and cross-functional teams. Effectively communicate product vision, gather feedback, and manage expectations.
- **Cross-Functional Collaboration:** Collaborate effectively with design, engineering, data science, and marketing teams to achieve shared goals. Foster a culture of innovation and continuous improvement.
- **Innovation and Experimentation:** Lead ideation sessions and leverage collaborative tools like Miro to brainstorm new product features and improvements. Conduct A/B testing and other experimentation techniques to validate hypotheses and optimize product experiences.
- **Resource Optimization:** Prioritize features and allocate resources effectively to maximize impact within budget constraints. Balance short-term and long-term goals to ensure sustainable product growth.

### Certifications

- Certified SAFe 4 Product Owner/ Product Manager
- Certified Scrum Product Owner (CSPO)
- Digital Fashion Innovation from Parsons School of Design
- Masters Certification Program in Digital Marketing and Analytics from University of San Francisco
- Gen AI for Product Manager Specialization