



Contact

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Education

BBA
Kalinga University
2016 - 2019

Degree of Business Analyst
Raffles Institute Singapore
2015 - 2017

Diploma of Education, French
Alliance française de Rouen
2012 - 2012

Core Competencies

- Delivery Governance,
- Change & Transformation Management
- Portfolio / Multi-Project Delivery
- Dependency & RAID Management
- Release & Execution Governance
- Agile / Scrum / SAFe
- KPI & Data-Driven Delivery
- Executive Stakeholder Management
- Business-Technology Alignment
- Requirement Lifecycle Management
- Digital Transformation
- MarTech Platforms
- Customer Experience & Personalization
- Adobe Experience Cloud
- AI-Enabled Delivery
- Program, Risk & Issue Management
- Cross-Functional Leadership
- Automation-Driven Workflow
- Portfolio & Roadmap Planning
- Process Optimisation,
- Customer Journey, Experience Optimization

Alisha Gupta

Product Owner, Project Manager, Agile Delivery Expert

Senior Project & Program Manager with **9+ years** of experience delivering large-scale **Digital Transformation, MarTech, & platform initiatives across global enterprises**. Proven track record of leading Agile & program delivery, driving customer experience, & enabling **data-driven execution through strong delivery governance and stakeholder leadership**. Successfully delivered high-impact initiatives for global clients like :



Work Experience

Nov 2024 - Jan 2026

Headspin, Monark, Google, Meta



Independent Agile Consultant (PM, BA, Scrum Master)

- Led program and Agile delivery across **digital transformation, MarTech, and Adobe Experience Cloud (AEM, Target, Analytics)** platform initiatives, managing backlog, dependencies, and delivery governance for personalization initiatives.
- Managed **IT infrastructure and platform delivery coordination**, including system integrations, release planning, and environment/deployment alignment
- Drove portfolio-level execution, **RAID** (risk, assumptions, issues, dependencies) management, and KPI-driven delivery governance to ensure predictable outcomes.
- Partnered with **executive, business, product, and technology stakeholders** to define scope, align roadmap, and drive end-to-end delivery.
- Enabled **AI-assisted planning, automation-driven workflow, and data-driven execution frameworks** to improve delivery performance and operational efficiency.
- Led **requirement lifecycle, solution alignment, and business-technology coordination** across cross-functional teams.

Nov 2022 - Nov 2024

Unilever Global (on a payroll of Neem)



Digital Project and product Lead, Scrum Master

- Delivered **BeautyHub PRO, an AI-powered MarTech platform**, improving campaign engagement by 25% across SEA markets.
- Led **Customer Experience and personalization initiatives** using **Adobe Experience Cloud (AEM, Target, Analytics)**.
- Managed **cross-functional stakeholders** across product, engineering, analytics, and marketing to ensure structured and on-time delivery.
- Drove **program governance, dependency tracking, and KPI-based execution** across enterprise digital initiatives.
- Implemented Agile practices (**servicenow, Jira, Confluence, Monday.com**), improving sprint predictability and reducing delays by **20%**.

Jan 2020 - Oct 2022

Amazon



Senior Project Manager

- Delivered large-scale **digital and ecommerce transformation programs** with multi-million-dollar business impact.
- Managed **program governance, stakeholder alignment, and execution delivery** across cross-functional teams.
- Improved delivery efficiency through **workflow optimisation, reporting automation, and data-driven execution**.
- Improved operational efficiency through **workflow optimization, reporting automation, and data-driven execution frameworks**.

Skills & Tools	
Project / Program Delivery : Jira, Confluence, MS Project, Monday.com, Workfront, Azure DevOps, ServiceNow (Workflow & Delivery), Smartsheet, ClickUp, Google Search Console Agile & Execution : Scrum, Kanban, SAFe, Sprint Planning, Release & Backlog Management, Delivery, RAID, Dependency Tracking Digital & MarTech Platforms : Adobe Experience Cloud (AEM, Target, Analytics), CrownPeak, Sanity.io, WordPress, Content Management Systems (CMS), Personalization, Experimentation, Customer Journey Optimization, Campaign Technology, MarTech Ecosystems, GA4, Figma Business Analysis & Documentation : Requirements Gathering, BRD, User Stories, Process Modelling (BPMN, Visio), Workflow Documentation, Stakeholder Alignment, Functional Specifications	Jan 2019 – Jan 2020 (Full time) Jan 2018 – Jan 2019 (Industry Training) Promodome Communication Digital Project Manager - Led digital transformation initiatives for enterprise clients including Indian Oil and ICICI Bank, driving 35% growth in customer engagement. - Produced BRDs, defined KPIs, and managed Agile delivery to ensure on-time and on budget execution. - Managed end-to-end project lifecycle including requirements, stakeholder coordination, execution tracking, and KPI monitoring. Jan 2016 – Jan 2018 Project Coordinator / Business Analyst – Client Projects (Early Career) Hyperfrontal Production • Green is the New Black • Nice Deal Enterprises (Jainex, Jaxer) • Girlpreneur • Cosmetique World • Edify World School - Supported project planning, requirement understanding, and execution coordination across multiple client and digital initiatives. - Coordinated with stakeholders to track deliverables, timelines & project progress. - Assisted in documentation, workflow tracking, and cross-team communication, building early foundation in project management - Contributed to digital, media, and operational projects across education, consumer, and creative platforms.
Data, Reporting & Governance : Power BI, Tableau, Advanced Excel, KPI Tracking, Performance Reporting, Data-Driven Delivery, Governance and Delivery Metrics AI, Automation & Modern Delivery : AI-Assisted Planning, GenAI for PM/BA, Automation-Driven Workflow, Process Automation, Digital Transformation Tools Cloud, Platforms & Technology Delivery: AWS, Azure, GCP, Platform Delivery, System Integration, API and Integration Coordination, Cloud-Based Delivery, DevOps Collaboration	Recommendation Received  Oliver MacPherson  · 1st Chief Operating Officer at NEEM CONSULTING LIMITED It's been a pleasure working with Alisha Gupta over the past few years at Neem. In her roles as Project Manager, Scrum Master, and Business Analyst, Alisha has been instrumental in leading a development team to successfully implement industry-leading beauty, wellbeing, and personal care websites across South East Asia—spanning the Philippines, Indonesia, Thailand, and Vietnam. Alisha has demonstrated exceptional leadership, dedication, and technical expertise. Her ability to deliver high-quality results, build strong collaboration between teams, and ensure alignment with business goals has been invaluable. She has consistently shown professionalism, adaptability, and a commitment to excellence in every project she's undertaken. Thank you, Alisha, for your hard work and contributions to Neem's success.  Stephanie Macapagal · 1st Content Lead at Unilever Alisha is a reliable and efficient project manager who ensures seamless project execution with precision and teamwork  Claire Bataille · 1st Digital Brand Manager Content, Beauty Tech, Gen AI @ Unilever I had the pleasure of working with Alisha during my time on "AllThingsHair" at Unilever, while she project-managed several high-complexity platform launches across the Beauty& Wellbeing portfolio. She was always so consistent, attentive and detailed oriented. It's been a pleasure working with her and any team would be lucky to involve her in their projects.
Certificates	Leading Publications & Awards
- Agile Project Management (Atlassian) - Scrum Master (Raffles) - Business Analyst (Raffles) - Agile Consultant (IIBA–AAC) - Jira & Confluence (Atlassian) - Google Analytics GA4 (Google) - PMP – (Pursuing)	   