



## 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 :



amazon



ICICI Bank



Campus

## 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 platform initiatives, managing backlog, dependencies, and delivery governance.
- 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		Jan 2019 - Jan 2020 ( Full time ) Jan 2018 - Jan 2019 ( Industry Training ) <b>Promodome Communication</b> Digital Project Manager	
<ul style="list-style-type: none"> <li><b>Project / Program Delivery</b> : Jira, Confluence, MS Project, Monday.com, Workfront, Azure DevOps, ServiceNow (Workflow &amp; Delivery), Smartsheet, ClickUp</li> <li><b>Agile &amp; Execution</b> : Scrum, Kanban, SAFe, Sprint Planning, Release &amp; Backlog Management, Delivery, RAID, Dependency Tracking</li> <li><b>Digital &amp; MarTech Platforms</b> : 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</li> <li><b>Business Analysis &amp; Documentation</b> : Requirements Gathering, BRD, User Stories, Process Modelling (BPMN, Visio), Workflow Documentation, Stakeholder Alignment, Functional Specifications</li> <li><b>Data, Reporting &amp; Governance</b> : Power BI, Tableau, Advanced Excel, KPI Tracking, Performance Reporting, Data-Driven Delivery, Governance and Delivery Metrics</li> <li><b>AI, Automation &amp; Modern Delivery</b> : AI-Assisted Planning, GenAI for PM/BA, Automation-Driven Workflow, Process Automation, Digital Transformation Tools</li> <li><b>Cloud, Platforms &amp; Technology Delivery</b> : AWS, Azure, GCP, Platform Delivery, System Integration, API and Integration Coordination, Cloud-Based Delivery, DevOps Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>Led <b>digital transformation initiatives</b> for enterprise clients including <b>Indian Oil and ICICI Bank</b>, driving <b>35% growth</b> in customer engagement.</li> <li>Produced <b>BRDs, defined KPIs, and managed Agile delivery</b> to ensure on-time and <b>on budget execution</b>.</li> <li>Managed <b>end-to-end project lifecycle</b> including requirements, stakeholder coordination, execution tracking, and KPI monitoring.</li> </ul>	<p>Jan 2016 - Jan 2018</p> <p>Project Coordinator / Business Analyst – Client Projects (Early Career)</p> <p><b>Hyperfrontal Production • Green is the New Black • Nice Deal Enterprises (Jainex, Jixer) • Girlpreneur • Cosmetique World • Edify World School</b></p> <ul style="list-style-type: none"> <li>Supported <b>project planning, requirement understanding, and execution coordination</b> across multiple client and digital initiatives.</li> <li>Coordinated with stakeholders to <b>track deliverables, timelines &amp; project progress</b>.</li> <li>Assisted in <b>documentation, workflow tracking, and cross-team communication</b>, building early foundation in project management</li> <li>Contributed to <b>digital, media, and operational projects</b> across education, consumer, and creative platforms.</li> </ul>	 <p>Jan 2016 - Jan 2018</p> <p>Project Coordinator / Business Analyst – Client Projects (Early Career)</p> <p><b>Hyperfrontal Production • Green is the New Black • Nice Deal Enterprises (Jainex, Jixer) • Girlpreneur • Cosmetique World • Edify World School</b></p> <ul style="list-style-type: none"> <li>Supported <b>project planning, requirement understanding, and execution coordination</b> across multiple client and digital initiatives.</li> <li>Coordinated with stakeholders to <b>track deliverables, timelines &amp; project progress</b>.</li> <li>Assisted in <b>documentation, workflow tracking, and cross-team communication</b>, building early foundation in project management</li> <li>Contributed to <b>digital, media, and operational projects</b> across education, consumer, and creative platforms.</li> </ul>
Certificates		Recommendation Received	
		<p> <b>Oliver MacPherson</b> · 1st Chief Operating Officer at NEEM CONSULTING LIMITED</p> <p>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.</p> <p>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.</p> <p>Thank you, Alisha, for your hard work and contributions to Neem's success.</p>	<p> <b>Stephanie Macapagal</b> · 1st Content Lead at Unilever</p> <p>Alisha is a reliable and efficient project manager who ensures seamless project execution with precision and teamwork</p> <p> <b>Claire Bataille</b> · 1st Digital Brand Manager   Content, Beauty Tech, Gen AI @ Unilever</p> <p>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 &amp; 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.</p>
Leading Publications & Awards			
		   	