



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 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%**.






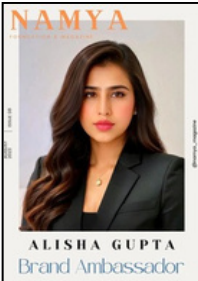


Jan 2020 - Oct 2022

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	
<ul style="list-style-type: none"> Project / Program Delivery : Jira, Confluence, MS Project, Monday.com, Workfront, Azure DevOps, ServiceNow (Workflow & Delivery), Smartsheet, ClickUp 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 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 	<div> <div> <div>Jan 2019 – Jan 2020 (Full time)</div> <div>Jan 2018 – Jan 2019 (Industry Training)</div> <div>Promodome Communication</div> <div>Digital Project Manager</div> </div> <div> <ul style="list-style-type: none"> 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. </div> </div> <div> <div> <div>Jan 2016 – Jan 2018</div> <div>Project Coordinator / Business Analyst – Client Projects (Early Career)</div> <div>Hyperfrontal Production • Green is the New Black • Nice Deal Enterprises (Jainex, Jaxer) • Girlpreneur • Cosmetique World • Edify World School</div> </div> <div> <ul style="list-style-type: none"> 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. </div> </div>
	<div>Recommendation Received</div> <div> <div>  <div> <div>Oliver MacPherson  · 1st</div> <div>Chief Operating Officer at NEEM CONSULTING LIMITED</div> </div> </div> <div> <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> </div> </div> <div> <div>  <div> <div>Stephanie Macapagal · 1st</div> <div>Content Lead at Unilever</div> </div> </div> <div> <p>Alisha is a reliable and efficient project manager who ensures seamless project execution with precision and teamwork</p> </div> </div> <div> <div>  <div> <div>Claire Bataille · 1st</div> <div>Digital Brand Manager Content, Beauty Tech, Gen AI @ Unilever</div> </div> </div> <div> <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& 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> </div> </div>
Certificates	Leading Publications & Awards
<ul style="list-style-type: none"> Agile Project Management (Atlassian) Scrum Master (Raffles) Business Analyst (Raffles) Agile Consultant (IIBA–AAC) Jira & Confluence (Atlassian) Google Analytics GA4 (Google) PMP – (Pursuing) 	<div> <div>  </div> <div>  </div> <div>  </div> <div>  </div> </div>