Bharati is currently the global Head of Product for Data, Identity and Personalisation at eBay Classifieds Group. She has over 20 years of experience in data, analytics, product management and personalisation within travel, retail, telecommunications and technology companies including Marriott, British Telecom, Adidas and [Booking.com](http://booking.com/) etc . Some of the key initiatives she and her current team at eBay are working on include using machine learning for personalisation to improve customer experience and enabling seamless transactions between buyers and sellers.

In her spare time, Bharati is an adventurer and loves extreme sports including paragliding, mountaineering, snowboarding and scuba diving through which she has also raised funds for Marie Curie Cancer care.

My social media handles are (feel free to tag me in your posts):

<https://www.facebook.com/bdalela>

<https://www.linkedin.com/in/bdalela/>

<https://twitter.com/BharatiDalela>

Let me know if you need anything else

Cheers