Prateek Batla

Product @ Adobe | Michigan Ross MBA | IIT Roorkee
San Jose, California, United States

Summary

Product Manager with 10+ years of experience leading AI-powered
Commerce and Digital experiences. Proven track record in driving
innovative solutions from concept to execution, focusing on
enhancing user experience and delivering business impact.

I enjoy working with mission-driven, fun and kind people to create
products that businesses and people love.

Experience

Adobe

5 years 8 months

Principal Product Manager
January 2024 - Present (1 year)
San Francisco Bay Area

Senior Product Manager, Commerce Platform
July 2021 - January 2024 (2 years 7 months)
San Francisco Bay Area

* Spearheaded the design and implementation of innovative subscription
workflows, enabling tailored solutions for specialized products
* Led the design and implementation of a first-of-its-kind self-service price
management platform, revolutionizing Adobe's pricing strategies and
streamlining execution time

Product Manager, Digital Experience and Partnership Ecosystem
May 2019 - June 2021 (2 years 2 months)
San Francisco Bay Area

* Strategically positioned Adobe's product suite within the Microsoft
ecosystem, defining a product vision that capitalized on co-selling
opportunities
* Launched data ingestion integrations with Adobe Experience Platform
partners

Google
Product Technology Manager (MBA Intern)
June 2018 - August 2018 (3 months)
Greater New York City Area

* Led integration of two products in Ad Manager by driving prioritization and delivery of high-impact features
* Championed customer-driven product prioritization by instituting a structured feedback collection process that directly informed product development pipelines

Microsoft
Product Manager (MBA Consultant)
March 2018 - April 2018 (2 months)
Greater Seattle Area

* Worked on developing strategy and use cases for Microsoft's digital assistant Cortana to bridge the work/life divide and help people be more productive

TargetingMantra (acquired by SnapDeal)
Technology Lead & Product Manager
October 2015 - March 2017 (1 year 6 months)
Gurgaon, India

* Led the team to build Snapdeal's AI-powered communication engine, post-TargetingMantra acquisition, enabling personalized recommendations and targeted communications for enhanced customer engagement
* Worked with Big Data and Machine learning to deliver a predictive platform to personalize products for TargetingMantra's e-commerce customers

Adobe
Senior Member Of Technical Staff
July 2013 - July 2015 (2 years 1 month)
Noida Area, India

* Worked cross-functionally with different teams to build a translation service for digital documents for Adobe Experience Manager
* Streamlined upgrade rollout for the major release of the product; assisted first internal marketing team customer in the adoption

Oracle
Associate Staff Engineer
July 2012 - June 2013 (1 year)
Hyderabad Area, India

* Developed new deployment framework for the internal team to remove bottlenecks in automation
* Worked on development of next-generation mobile activation product. I took the product through the entire life-cycle and improved the space-time performance and usability

Faculdade de Engenharia da Universidade do Porto
Summer Intern
May 2011 - July 2011 (3 months)
Porto Area, Portugal

* Worked on performance evaluation of codes for different processors resulting in paper on maximizing performance; awarded FEUP scholarship in recognition of the work

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Education

University of Michigan - Stephen M. Ross School of Business
Master of Business Administration - MBA · (2017 - 2019)

Indian Institute of Technology, Roorkee
Bachelor of Technology (BTech), Electronics and Communications Engineering · (2008 - 2012)

WHU – Otto Beisheim School of Management
MBA European Summer Program, The Changing Environment For International Business in Europe · (2018 - 2018)

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