

NIKITA INGRATTA

Product Lead | Product Manager | Product Owner | Agile Advocate | Remote | AI Curious



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British National (no visa / sponsorship / permit needed to work in UK or EU)

Based in Copenhagen, Denmark

If a data-led, AI-curious Product person is what you're looking for, I'm the one. At Christie's, one of my data-driven ideas resulted in significant increase in the number of lot enquiries within a 3-month period, translating into \$150K+ in revenue. I led an offshore team of 20 exceptionally talented folks, whilst managing extremely challenging global stakeholders. At Pandora, I built the vision, OKRs, and both strategic and tactical roadmaps. I led a team of 12 and smashed my key objective in my time there: reduced the contact-to-order ratio from 40% to 19%, thus resulting in a significant operational cost-saving. I self-taught myself Salesforce Einstein AI to configure a NLP customer service chatbot for 12 markets.

I am passionate, experienced and self-driven. I graduated as a rocket scientist, but my dream is to work with product teams, build some cool, meaningful stuff and see my team shine.

Skills / Tools: Product Manager, Product Owner, Agile Coach, Product Coach, Scrum Coach, Agile, Scrum, Kanban, Iterative delivery, AB & MVT, Business Analysis, Stakeholder Management, Product Vision, Product Roadmaps, OKRs & KPIs, Backlog Management, Data-Driven, Adobe Analytics, Sketch, Invision, Google Analytics, Tableau, Mouseflow, Quantum Metric, Optimizely, MS Office, Jira, Trello, Aha!, Salesforce Service Cloud, Salesforce Marketing Cloud, Digital / Agile Transformation, Vendor Management, NLP, AI, ML, Sitecore.

Experience & Achievements







Contract Product Lead, Content (March 2022 - Oct 2023)





- I was responsible increasing the content conversion across all digital platforms, underpinned by Sitecore
- One of my data-driven ideas resulted in significant increase in the number of lot enquiries within a 3-month period, translating into \$150K+ in revenue
- Within 3 months of joining, I co-ordinated an extremely high-profile release that was stagnant for 9 months
- I led an offshore multi-cultural team of 20, working in Agile Scrum
- I created the strategic product vision, mission and roadmap - the structure of which has been adopted by all digital teams at Christie's now
- I played a crucial role in coaching other product managers, my team, and the leadership in adopting best-practice product foundations

PANDORA







Product Manager, Digital Customer Service (Aug 2020 - Jan 2022)

- I built the product vision, strategy, roadmap, backlog and OKRs for digital customer service
- I configured a NLP customer service chatbot for 12 markets using Salesforce Einstein AI
- I smashed our team objective of reducing customer contacts by nearly 20% in 1.5 years
- I started a Product Management Community of Practice to coach and mentor other PMs and try set Product Management standards within Pandora Digital

	<p>Contract Product Manager (Sep 2019 - April 2020)</p> <ul style="list-style-type: none"> • I was the Product Manager within the Service Automation team - a very data-focused, experimentation-focused PM role • I defined the roadmap and business cases for ideas to reduce customer contacts using self-service automation capabilities on the Just Eat iOS and Android apps • This was achieved by experimentation using Google Analytics and Optimizely; and also Tableau dashboards to understand the performance of released capabilities. • I was able to reduce late order queries by 30% using one of my ideas
<p>YOOX NET-A-PORTER GROUP</p>	<p>Contract Product Manager (April 2019 - July 2019)</p> <ul style="list-style-type: none"> • I was responsible for defining the roadmap feature list to migrate from their older ecomm to a newer, modernised ecomm platform • - I came up with the idea to use the Google Address Management API in the checkout flow and 'My Account' in an attempt to reduce delivery errors and delays
	<p>Contract Product Management Coach (Sep 2018 - March 2019)</p> <ul style="list-style-type: none"> • Product Management and Leadership Coach - up to C-level • I helped multiple teams define their quarterly planning roadmaps; key agile models; ways of working and measures of success • I defined a scalable and flexible sprint planning strategy to ensure the teams met roadmap deliverables
	<p>Product Manager (June 2017 - July 2018)</p> <ul style="list-style-type: none"> • I owned Expedia's partner-facing API Product Manager of Commissions - revamping the way that Expedia calculates and pays commissions to their hotel partners (including a data reporting tool and a partner-facing API) • I defined the product vision, MVP and roadmap for this B2B API product and got buy-in from Expedia SLT (with me having no fintech background) • I lead an offshore dev team of 6 amazing engineers
<p>dmg::media</p>	<p>Product Analyst (March 2017 - May 2017)</p> <ul style="list-style-type: none"> • I supported the Head of Product Portfolio in defining the roadmap spanning all digital products at The Daily Mail Group • I defined mailshop.co.uk enhancements, did monthly release planning, gathered requirements, reviewed analytics on user behaviour and built end-to-end user journey maps - whilst working with a delivery vendor • A particularly cool project was building a PoC to alert supermarket managers if The Daily Mail newspaper supplies were running low in the stores
	<p>Product Analyst (Aug 2015 - Feb 2017)</p> <p>Project: New Look Apps (Native iOS + Native Android)</p> <ul style="list-style-type: none"> • I was the Delivery Lead / Product Manager of the MVP app, defining the product roadmap, a user testing strategy, and I also implemented agile ways of working <p>Project: Diageo Age Gate</p> <ul style="list-style-type: none"> • I redesigned the age gate resulting in a conversion uplift of 18% within 2 weeks • I planned a rollout of this to 32 Diageo sites within a 3 month period • I initially performed UX / BA role then progressed to Delivery Lead leading a team of 5 people (both local and offshore) <p>Project: Boost</p> <ul style="list-style-type: none"> • I redesigned a learning tool meant to improve knowledge retention after people take courses by performing user testing and producing an MVP roadmap

	<p>eCommerce Product Manager (May 2014 – July 2015)</p> <ul style="list-style-type: none"> • I delivered Second Screen – a then revolutionary feature on the iPad app that resulted in an 11% increase in engagement • I delivered an advanced online video player allowing rewind and catchup of live TV • I did a bunch of A/B testing experimentation and reporting using Monetate
	<p>Digital Business Analyst (May 2012 – April 2014)</p> <ul style="list-style-type: none"> • I was the lead Business Analyst on a number of projects for Discovery Health: <ul style="list-style-type: none"> • Health ID iPad app • The first Android app for members • The redesign of the website using the then innovative Bootstrap framework to create a fully responsive website • My responsibilities included eliciting business / marketing requirements, writing requirements specs for the tech team, user stories, conducting workshops, doing testing thus I was involved in the full software life cycle.
	<p>Digital Business Analyst (June 2011 – April 2012)</p> <p>Project: Momentum Multiply Website & Redesign of Contract Updates</p> <ul style="list-style-type: none"> • I elicited requirements and assisted with design of the Momentum Multiply website • I worked on defining APIs to update member contracts
	<p>Junior Software Developer (Nov 2010 – May 2011)</p> <ul style="list-style-type: none"> • I performed SQL queries and stored procedures to retrieve and analyse data • I developed operational and layout changes • I performed helpdesk support

Education

Institution	Qualification
	Product Management for AI & Data Science Products (2022)
	SAFe Product Owner / Product Manager (2020)
	Ultimate Guide to UX and Usability (2016)
	Professional Scrum Master (2015)
	Fundamentals of Business Analysis (2012)
	Bachelor of Science (Aeronautical Engineering) (2010)