

# SHEELA POTHINI

DIRECTOR of Engineering, SOFTWARE  
[Digital Transformation MarTech & Cloud Computing]

 jspothini@gmail.com

 +1 8453925918

## ABOUT ME

Strategic digital transformation executive with 20+ years of experience driving enterprise growth through digital strategy, cloud modernization, MarTech integration, and customer-centric platform innovation. Proven track record of leading global teams, optimizing digital ecosystems, and delivering measurable business impact across financial services and technology sectors.

## SKILL HIGHLIGHTS

Experienced **Digital Technology Leader** skilled in building web solutions, leading development and architecture, and guiding teams to deliver innovative software. Strong background in managing cross-functional teams and driving successful tech integration

**Marketing Technology and Data expertise** in designing and integrating marketing platforms. Skilled in data strategy, content management, customer personalization, and segmentation using tools like Adobe AEM, Analytics, Launch, Target, Drupal, CDP, and AEP.

Spearheaded digital transformation initiatives by leading the implementation of enterprise websites using Drupal and Adobe Experience Manager (AEM), across both headful and headless frameworks. Delivered responsive, user-centric experiences optimized for SEO, accessibility (ADA compliance), tag management, consent tracking, performance analytics, and robust security protocols.

**Cloud Strategist** experienced in leading cloud-first projects to boost efficiency, scalability, and reduce costs. Skilled in migrating key workloads to the cloud while ensuring security, compliance, and smart cost management.

**DevOps experience** leading automation and cloud migrations using infrastructure as code. Built secure pipelines to speed up delivery, ensure high availability, and improve customer experience with a DevSecOps approach.

**Agile Transformation Lead** with experience guiding teams through Agile adoption and driving process improvements across multiple projects.

**Certified Technical Product Owner** with experience driving product development by collaborating with business to define strategic roadmaps, evaluate emerging technologies, and lead successful onboarding to support business goals.

**Built and scaled a cross-functional team** from 10 to 50 members, fostering a culture of collaboration and accountability.

**Technology & Vendor Management:** Partner with the CIO to evaluate and manage key technology vendors, ensuring high-quality solutions and seamless integration.

**Led vendor management and onboarding for multiple product lines**, ensuring seamless integration, compliance with contractual terms, and alignment with business objectives

## WORK EXPERIENCE

### DIRECTOR, DIGITAL EXPERIENCE & MARKETING DATA

PGIM, Prudential Financial, 2022 - Present

#### Digital Strategy & Transformation

- Led enterprise-wide digital transformation** by leading the implementation of PGIM.com site and its integrations, migrating legacy Drupal CMS to Adobe Cloud SaaS, enhancing operational efficiency and scalability across PGIM websites.
- Integrated Adobe MarTech stack** (AEM, Analytics, AEP, Marketo, DAM, Target, Launch) to unify global content architecture and deliver personalized, 360-degree customer experiences—building on prior success at Prudential.
- Spearheaded digital strategy** that consolidated affiliate websites, driving increased organic traffic, improved SEO, reduced bounce rates, and stronger user engagement.

#### Data-Driven Innovation & AI Integration

- Established analytics and experimentation frameworks**, including A/B testing infrastructure to support lift analysis and confidence interval estimation—enabling precise measurement of campaign impact.
- Implemented advanced CDP and personalization tools**, improving customer segmentation and boosting conversion rates.
- Led AI integration**, embedding intelligent automation and decision-support capabilities into the digital ecosystem to enhance productivity, streamline workflows, and accelerate project delivery.

#### Team Building & Project Delivery

- Built and managed a high-performing digital experience team** of 50 IT professionals, overseeing architecture, design, development, and maintenance of enterprise platforms.
- Fostered a collaborative culture** that consistently delivered innovative solutions and exceptional project outcomes.
- Led cross-functional initiatives** using agile methodologies to ensure timely, on-budget delivery and improved team productivity.

### DIRECTOR, DIGITAL TRANSFORMATION

- Prudential Financial , 2016 - 2022

#### Digital Website, MarTech & Customer Experience

- Designed and developed responsive digital websites** to enhance user experience and brand visibility.
- Migrated Prudential.com to Adobe Experience Manager (AEM)**, transitioning from legacy CMS platforms to a scalable, enterprise-grade content management system. Led end-to-end implementation including architecture design, content modeling, component development, and integration . Enabled dynamic personalization, improved editorial workflows, and accelerated content delivery through AEM cloud offering. The migration enhanced site performance, SEO, and customer engagement while supporting multi-channel publishing and governance across business units.
- Replaced legacy marketing systems** with Adobe marketing technologies such as Adobe Analytics and Target to drive personalization and customer engagement.
- Delivered enterprise-wide Drupal CMS** using headless architecture, improving scalability, performance, and customer experience while reducing operational costs.



## CERTIFICATIONS



AWS Certified Associate

Architect



Certified in Agile Methodologies

Certified API Product Manager

Safe Certified Product Owner



## AI CERTIFICATIONS



AI Applications in Finance and Marketing

AI Fundamentals for non Data Scientists



Vibe Coding Fundamentals



## TECH STACK

**CMS :** Adobe Exp Manager(AEM Assets and Sites); Drupal; WCM/WebSphere Portal;

**MarTech :** Adobe Target; AEP; Adobe Analytics,CDP, Workfront.

**Cloud Computing :** AWS

**AWS Services :** S3; EC2; Cost Explorer; EBS;EFS; ASG; EMR; ECS; RDS; Cloud watch; Cloud Formation; Glacier; Lambda; AWS Backup; Cloud Trail; Redis; DataSync; VPC; CloudFront; Code Build; Code Deploy; XRay; WAF; Secrets Manager, Elastic Cache etc

**Web Technologies:** Angular, JavaScript, CSS, HTML, REST APIs, JSON

**Languages :** Java; C; C++;Python

**DevOps Tools :** APM ; Dynatrace; Splunk; Jenkins; Checkmarx; SonarQube; Docker; Ansible; JUnit; Git; Selenium; JIRA; JMeter; Lighthouse.

**Security :** AWS WAF; Imperva; AppScan; Qualys

**Process Framework :** SaFe, Agile



## DIRECTOR, DIGITAL TRANSFORMATION

- Prudential Financial , June 2016 - 2022

## Digital Transformation &amp; Cloud Strategy

- **Led Prudential's AWS cloud adoption**, establishing the first enterprise footprint and migrating core business applications with a focus on automation, high availability, and cost optimization (e.g., reserved instances, savings plans, Glacier archival).
- **Delivered PGIM.com site in AWS** using headless architecture, improving scalability, performance, and customer experience while reducing operational costs.
- **Managed prudential.com and PGIM.com platform**, overseeing integrations, uptime (99.9%), and performance monitoring via Dynatrace, Splunk, and CloudWatch.
- **Led vendor engagement to onboard and deploy several products**, streamlining implementation processes and enhancing operational efficiency.

## DevSecOps &amp; Platform Engineering

- **Built secure CI/CD pipelines** with integrated security checks and test-driven automation, accelerating time-to-market.
- **Implemented infrastructure as code** for consistent, secure, and repeatable environment provisioning.
- **Established self-service capabilities** via reusable templates and patterns, boosting developer productivity and governance

## Sr. ENGINEERING DELIVERY MGR, DIGITAL TRANSFORMATION

- IBM, Nov 2011- May 2016

## Mobile-Friendly Web Architecture &amp; Delivery

- Spearheaded development of **ibm.com software site**, integrating with IBM's e-commerce stack to enable direct product transactions.
- Architected and managed a **mobile-optimized, multi-locale web platform** supporting ~500K pages, leveraging responsive design, CDN optimization, and dynamic content rendering.
- Implemented key **non-functional requirements (NFRs)** including accessibility (WCAG 2.1, ADA), SEO schema integration, performance tuning (Core Web Vitals), and personalization via behavioral segmentation

## CMS Modernization &amp; Migration

- Led migration from legacy homegrown CMS to enterprise-grade **WCM/Portal platforms**, enabling scalable content authoring, governance, and multi-channel publishing.
- Defined migration strategy, content modeling, and rendering logic for seamless transition and minimal downtime.

## Personalized Experience Engineering

- Delivered **personalized web experiences** using rule-based targeting, audience segmentation, and real-time content rendering via WCM and personalization engines.

## Platform Strategy &amp; Architecture

- Defined product strategy for **extensible and reusable components**, reducing delivery effort by ~50% through shared components.
- Led architectural governance and technical reviews to ensure alignment with enterprise standards and future-proof scalability.

## Cross-Functional Technical Collaboration

- Partnered with Product, UX, Design, and Architecture teams to translate business requirements into robust technical solutions.
- Defined and enforced procedural standards for code quality, performance benchmarks, and accessibility compliance across engineering squads.

## Resource &amp; Delivery Management

- Managed resource allocation across parallel workstreams, balancing capacity and delivery timelines for multiple applications.
- Implemented project tracking tools (JIRA, Confluence) and dashboards to monitor KPIs, burn-down rates, and delivery health.

## ENGINEERING MANAGER &amp; ARCHITECT, ENTERPRISE DIGITAL TECHNOLOGY

- IBM, April 2007 - Nov 2011

## IBM.com Digital Platform Leadership

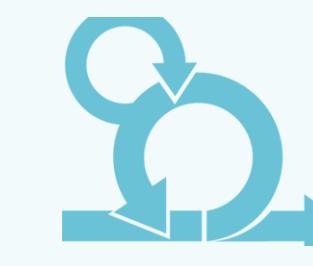
- **Website & CMS Management:** Oversaw IBM.com powered by a custom CMS, integrating business-critical systems and managing multiple MVPs across global teams.
- **Project Planning & Execution:** Led end-to-end project estimation, planning, and delivery, ensuring alignment with business goals and timelines.
- **Strategic Architecture:** Designed and implemented scalable solutions for IBM.com, driving modernization and platform resilience.
- **Cloud Transformation:** Directed cloud migration of digital applications, focusing on automation, high availability, and operational efficiency.
- **Performance Optimization:** Engineered solutions to meet NFRs, including SQL query tuning for significant performance gains.
- **Team Development:** Mentored new hires and fostered team cohesion, accelerating onboarding and productivity.
- **Architecture Governance:** Led architecture reviews with the Enterprise Architecture Board, producing system context diagrams, data flows, and component models.
- **Design & Deployment Support:** Collaborated with developers to validate design requirements and supported monthly production deployments.
- **Operational Partnership:** Worked with operations teams to manage upgrades, maintenance, and vulnerability remediation, ensuring platform security and stability.

Technical Team Lead/Software Developer, Web Applications

- IBM, Dec 2002 - March 2007



PROCESSES



Agile



Design Thinking



EDUCATION

Madras University, Madras ,India  
Masters in Computer Science