

Fun Facts!!

- Travelled to over 60+ countries and counting (almost 30% of the world).
- Learned scuba Diving in 2015 (SSI) and have dived at multiple locations in Vietnam, Australia, Philippines, Havelock Islands, etc.
- Fitness Freak and workout 3 times a week without fail.
- The adrenaline rush is something I have lived for, ever since I sky-dived in Las Vegas from 15k ft (2017).
- Avid Reader and learning French these days to be a Legit French Speaker someday.
- As a mother of a 10-year-old boy (Kiaan) and also a pet parent of a fur baby named Fido, I'm constantly striving to find the balance between my personal and professional life.





Agile Transformation in SaaS



Areas of Opportunities within the Organization

- Prioritization of Strategic Initiatives & Enablement
 - Align marketing Goals and One Marketing Mission
 - Adapt and respond faster to avoid a tunnel vision approach
 - Driving Change Management across Functions
- Market/Customer Centricity: Traditional/waterfall approach acts as a roadblock for:
 - Swift reaction to changes in the market & business
 - Adapt and respond faster to avoid a tunnel vision approach
- Siloed processes and project management across marketing programs and strategic initiatives leading to:
 - Inconsistent prioritization
 - Lack of transparency & collaboration
- Disparate project management systems for planning and execution
 - Multiple systems leading to higher costs of maintenance, duplication & inefficiency
 - Restricts simplification and automation



Transforming Marketing | Agile Planning & Operations | 2024



Swiftly address Market needs, Sales Requests and Customer Feedback

1. Flexibility to scale and pivot based on prioritization
2. Continuous iteration and improvement in Programs



Holistic roadmap focused on urgency of action and resources

1. Global Visibility into active projects, backlog, and resources– New Unified Project Management Tool (Wrike)
2. E.g. Accelerating ABM Implementation



Agile Planning - 2024

1. Incorporating feedback from retrospective – Start/Stop/Continue
2. Agile Sprint Teams to focus on Audience Segments



Marketing Enablement

1. Cross-Functional Training, Best Practice Sharing, and modus operandi
2. Educating other divisions on the marketing functions, How-tos

Agile Marketing – Benefit Realization Summary

Higher ROI: Business Impact, Productivity & team velocity

2x Faster Go To Market: Imparting a competitive boost

4-7% Operational Efficiency uplift

People & Collaboration: Transparency in approach and better internal communication

FROM (Current)	TO (Progressive)
30% Scrum coverage	Transition to scrum of scrums <ul style="list-style-type: none">• Enabling 2x faster GTM• 4-7% Uplift in Efficiency• Iterative
Agile Enablement <ul style="list-style-type: none">• Agile enablement• Rolled out Agile starter kit training across marketing and specific Scrum Training	Marketing & Sales Enablement <ul style="list-style-type: none">• Building Specific Curriculum• Wrike Adoption (for planning)• Communication
Planning Process Siloed planning, prioritization, execution, and optimization	E2E Process <ul style="list-style-type: none">• Shared goals and KPIs• Build a Pool of scrum masters• Collaboration across marketing functions