

SATYA MOHAPATRA

CRM / MARTECH PRODUCT LEADER

San Mateo, CA | [LinkedIn](#) | [Profile](#) | [GitHub](#)

SUMMARY

I build CRM, Martech, and owned-channel automation platforms that help teams deliver more relevant, measurable, and scalable customer experiences. I currently lead CRM Product Management at PlayStation, where my work spans lifecycle automation, real-time messaging, campaign workflow automation, personalization, CDP strategy, next-best-action decisioning, experimentation, and cross-channel orchestration.

Recent work has helped drive 127.6M incremental revenue, 20.4M incremental gameplay hours, 1.2M incremental Plus subscriptions, and 2.3M incremental MAUs through lifecycle enablement across key titles and commerce journeys.

CORE EXPERTISE

Product	CRM Product Management Martech Strategy Product Strategy Product Operations Cross-Functional Leadership People Management
Platforms	SFMC Adobe Experience Platform Salesforce Data Cloud Snowflake CDP Strategy Next Best Action Personalization
Systems	Lifecycle Automation Owned-Channel Orchestration Campaign Workflow Automation Real-Time Messaging Experimentation

EXPERIENCE

PLAYSTATION / SONY INTERACTIVE ENTERTAINMENT | Sr. Manager, CRM Product Management

2020 - Present

I lead CRM product management for PlayStation owned-channel and martech platforms, focused on lifecycle automation, cross-channel orchestration, campaign workflow automation, personalization, experimentation, and platform enablement.

- Helped deliver 127.6M incremental revenue, 20.4M incremental gameplay hours, 1.2M incremental Plus subscriptions, and 2.3M incremental MAUs through lifecycle enablement across key titles and commerce journeys.
- Defined and refined long-range Martech, CDP, and Next Best Action strategy across Lifecycle Marketing, Data Products, Data Engineering, Audience Platform, Personalization, and Analytics partners.
- Shaped cross-surface orchestration across on-console and off-console owned channels, reducing historical silos and creating a clearer roadmap for unified player engagement.
- Led AEP rollouts and contributed to Data Cloud strategy, including event-driven patterns across Audience Platform, Data Cloud, in-house real-time activation infrastructure, Snowflake, and owned-channel activation systems.
- Defined product requirements for enterprise next-best-action campaign orchestration, including journey versioning, entry/exit rules, draft/live states, operator UX, suppressions, eligibility, holdouts, and activation metadata.
- Drove unified campaign metadata as a front-end source of truth for cross-channel metadata, attribution, experimentation, personalization, and decisioning readiness.
- Enabled lifecycle programs across major title, commerce, subscription, passkey, cart recovery, browse recovery, and wishlist journeys.
- Delivered major lifecycle launches with 74M sends, 31.5% opens, 557K clicks, and 72.6% incremental conversion uplift; drove ~3.07M annual incremental revenue and ~39K incremental purchases through cart/browse recovery programs.
- Expanded opt-in and preference capabilities, increasing addressable audience by 2.35M passive opt-ins and correcting 14.8M opt-outs in platform systems.
- Relunched Global Abandoned Cart in real time, generating 6.3M incremental revenue, 270K incremental transactions, 29.3% open rate, and 1.34% click rate in a 7-day reporting period.
- Founded and defined requirements for self-service lifecycle activation tooling, reducing dependency on engineering-led campaign setup and improving marketer scalability.

- Managed and mentored team members while building a high-trust operating model across Product, Engineering, Data, Marketing, Analytics, Commerce, and partner teams.

SHUTTERFLY | Senior Technical CRM Manager

Aug 2013 - 2020

I led marketing software engineering, DevOps, and data engineering functions for marketing applications, web services, cloud migration, data pipelines, and campaign automation capabilities.

- Led teams across marketing software engineering, DevOps, AWS infrastructure, and data engineering for CRM and marketing technology platforms.
- Built marketing applications, web services, transactional email APIs, and data pipelines across on-prem and cloud environments; supported AWS migration with Terraform infrastructure-as-code.
- Partnered with Marketing Strategy and Enterprise Data Warehouse teams to build Oracle, Teradata, and SFMC data marts for segmentation, A/B/N testing, analytics, and campaign operations.
- Integrated Salesforce Marketing Cloud, IBM eMessage, IBM Silverpop, Watson Campaign Automation, and IBM Unica; automated audience list preprocessing, validations, transfers, and post-processing.
- Delivered marketing privacy web services supporting GDPR and CCPA requirements and built APIs/web apps for campaign metadata and ESP-agnostic deployment.

FRANKLIN TEMPLETON | CRM Tech Lead | USAA | Business Manager | Earlier Consulting Roles

2006 - 2013

- Franklin Templeton: Led IBM Unica Campaign, Cognos, and Customer Insights implementation for multi-channel campaign execution, segmentation, response tracking, and integrations with SAP BusinessObjects, ExactTarget, and Siebel CRM.
- USAA: Managed onsite/offshore resources across CRM, BI, campaign management, segmentation, attribution, analytics, Epiphany-to-Unica migration, and member scoring/lifetime value initiatives.
- Earlier consulting roles: Supported CRM, marketing technology, billing, taxation, and enterprise transformation initiatives across IMSS, DNA Finland, Motorola, Nokia, Alliance Data Systems, and CRM Practice roles.

SELECT PERSONAL PROJECTS

- **Bravoboard.xyz**: Collaborative group-card and appreciation-board platform for teams, communities, and personal milestones, with custom boards, invite-only posting, approvals, branding, embedding, and AI-assisted suggestions
- **Presbot.com**: AI-powered small-business assistant platform that answers visitor questions, uses saved business knowledge, and captures follow-up requests or leads.
- **Martech101**: Substack/newsletter project focused on Martech trends, ideas, and inspiration, with an emphasis on CRM, lifecycle automation, AI, personalization, owned-channel strategy, and practical marketing-platform thinking.
- **Task-a-thon**: Micro-fundraising platform for schools built with Django, hierarchical school/admin/user relationships, and Stripe/PayPal payment integrations.

TECHNICAL TOOLKIT

Salesforce Marketing Cloud, IBM Unica, Oracle Marketing Cloud/Responsys, ExactTarget, Adobe Experience Platform, Adobe Journey Optimizer, Salesforce Data Cloud, Marketing Cloud Personalization, Snowflake, Teradata, Oracle, AWS, APIs, event-driven pipelines, Python, Django, Flask, SQL, Shell, HTML/CSS/JS, GitHub, Bitbucket, Jenkins, Terraform.

EDUCATION

MBA, Marketing and Systems - Symbiosis Institute of Management Studies, Pune, India | Bachelor of Engineering, Information Technology - Utkal University, India