

SATYA MOHAPATRA

PRODUCT & MARKETING TECHNOLOGY LEADER

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EXECUTIVE PROFILE

Product and marketing technology leader with 15+ years across product management, software engineering, data platforms, and Martech. Currently lead CRM and Martech product strategy at PlayStation, defining platform vision and building scalable capabilities across lifecycle orchestration, personalization, experimentation, customer data, real-time activation, and next-best-action. Increasingly applying AI and agentic workflows to transform marketing operations, expand self-service, accelerate experimentation, and improve decisioning. Identify high-value Marketing needs and AI opportunities, shape them into product roadmaps, POCs, and platform investments, and align Engineering, Data, Marketing, and Business teams from discovery through launch, adoption, and measurable business impact.

FY25 Lifecycle Marketing impact:

\$127.6M incremental revenue | **20.4M** incremental gameplay hours | **1.2M** incremental Plus subs | **2.3M** incremental MAUs

Platform and Product impact:

\$3.07M incremental recovered commerce revenue | **~\$2.2M** annualized incremental Wishlist revenue | **527.5K** re-opt-ins | **~500K** net audience growth | **~30%** faster lifecycle enablement | **75%** lower transactional delivery latency

CORE EXPERTISE

Product Vision & Roadmaps • Marketing Technology Platforms • AI / Agentic Workflows • Experimentation & Analytics • Cross-Channel Orchestration • Platform Architecture & APIs • Build / Buy Evaluation • Global Transformation • Executive & Cross-Functional Leadership • People Management

EXPERIENCE

PLAYSTATION (SIE) | Sr. Manager, CRM Product Management

2020 - Present

Currently lead CRM and Marketing Technology product strategy for PlayStation owned-channel and Martech platforms, spanning lifecycle automation, real-time activation, experimentation, personalization, data enablement, cross-channel orchestration, and platform innovation.

- **Conceptualized and rallied** cross-functional teams around Hyperdrive, a unified real-time lifecycle framework that scaled event-driven personalization across titles, commerce, hardware and subscription journeys; CRM product work helped drive \$127.6M incremental revenue, 20.4M incremental gameplay hours, 1.2M incremental Plus subscriptions and 2.3M incremental MAUs in FY25
- **Leading product definition** for Campaign Design & Orchestration within Next Best Action, including Player Lifecycle Studio/operator workflows, journey/state/action models, eligibility and suppressions, versioning, experimentation, metadata standardization, activation interfaces and AI-assisted authoring and validation workflows.
- **Defined long-range** Martech, CDP and next-best-action product strategy across Lifecycle Marketing, Audience Platform, Data Engineering, Data Products, Personalization and Analytics; shaped a composable, API-first roadmap for unified player engagement.
- **Evaluated the strategic** Adobe AEP/AJO investment through production use cases and POCs. Highlighted latency, scalability, operating-model and architectural constraints, developed a composable alternative, and was asked to help frame the recommendation on AJO viability and future lifecycle orchestration.
- **Led Salesforce Marketing Cloud globalization**, consolidating three regional platform silos into a single global instance with shared data operations, standardized campaign workflows and global journey execution; delivered the initial platform in time to support PS5 launch and drove regional migration across AMER, Europe and Japan.
- **Defined and drove** global opt-in synchronization and re-opt-in enablement across PSN Account Management, Salesforce Marketing Cloud and supporting data platforms; established Account Management as the consent source of truth, enabling 527.5K re-opt-ins, ~500K net audience growth and ~5K additional daily contactable opportunities.
- **Built the product roadmap** and requirements for self-service lifecycle activation and campaign operations capabilities, reducing Engineering dependency and lifecycle enablement time-to-market by ~30%; automation of holdouts/control groups saved ~12 hours per week while expanding channel holdout coverage 300%.
- **Represented Engineering and Martech in Growth Marketing Pods leadership**, removing blockers and scaling self-serve experimentation; supported 70 tests, a 35% win rate, and 11 scaled tests representing ~\$101M annualized impact and \$13.7M measured in-test impact.
- **Co-developed an SMS** channel feasibility and business case with Lifecycle Marketing, evaluating internal vs. vendor paths across cost, localization, security, consent, regional rollout and integration; recommended an internal-platform-led path for scalable expansion.
- **Manage and mentor** Product Managers while building trusted operating models across Marketing, Engineering, Data Science/Analytics, Commerce, regional teams and external technology partners.

EARLIER EXPERIENCE

SHUTTERFLY | Sr. Manager, Martech / Manager, CRM Operations

2013 - 2020

Led marketing software engineering, DevOps and data engineering functions supporting enterprise CRM and marketing technology platforms.

- **Led teams** across marketing software engineering, DevOps, AWS infrastructure and data engineering, building customer-facing marketing applications, web services, APIs, data pipelines and campaign automation capabilities.
- **Built transactional** messaging APIs and Martech services across on-prem and cloud environments; supported AWS migration with Terraform infrastructure-as-code and modernized platform integrations.
- **Partnered with Marketing** Strategy and Enterprise Data Warehouse teams on segmentation, experimentation, analytics and campaign data products across Oracle, Teradata and Salesforce Marketing Cloud.
- **Integrated and operated** Salesforce Marketing Cloud, IBM eMessage/Silverpop, Watson Campaign Automation and IBM Unica; automated audience validation, transfers and campaign execution workflows.
- **Delivered privacy** and preference-management web services supporting GDPR/CCPA and built ESP-agnostic campaign metadata and deployment APIs.

FRANKLIN TEMPLETON | CRM Technical Lead

2010 - 2013

- **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 | Business Manager / CRM & Analytics

2008 - 2010

- **Managed onsite/offshore** resources across CRM, BI, campaign management, segmentation, attribution, analytics, Epiphany-to-Unica migration and member lifetime-value/scoring initiatives.

EARLIER CONSULTING ROLES | CRM / Enterprise Technology

2006 - 2008

- **Supported CRM**, marketing technology, billing, taxation and enterprise transformation initiatives across telecommunications, financial services and technology clients.

ADDITIONAL SELECTED PRODUCT OUTCOMES

- **Commerce recovery products:** Abandoned Cart delivered \$2.02M incremental recovered revenue; Abandoned Browse delivered \$1.05M; Wishlist generated ~480K annualized incremental wishlists and ~\$2.2M annualized incremental revenue.
- **Bridges campaign workflow automation** reduced campaign setup effort by ~50% and lowered localization effort by ~10-20% per send.
- **Transactional API migration** reduced delivery latency by 75%, improving responsiveness for time-sensitive player communications.
- **Campaign metadata product** established a standardized cross-channel foundation for reporting, attribution and decisioning, with a 100% required-metadata completeness target.

SELECTED PLATFORM & PRODUCT CAPABILITIES

Salesforce Marketing Cloud • Adobe Experience Platform / Journey Optimizer • Salesforce Data Cloud • Snowflake • Audience / CDP platforms • Next Best Action • Lifecycle orchestration • Real-time event pipelines • Experimentation & holdouts • Campaign metadata • Personalization • APIs & microservices • AWS • SQL • Python • Terraform

SELECTED INDEPENDENT PRODUCT BUILDS

BRAVOBOARD.XYZ - collaborative group-card platform with AI-assisted message generation

PRESBOT.COM - AI-powered small-business assistant using saved business knowledge and lead capture.

EDUCATION

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