

PAVAN MARISETTI

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SUMMARY

Data PM with 7+ years owning data product decisions across CDPs, data platform migrations, and enterprise data architectures for Fortune 500 clients. Proven delivery in regulated environments including healthcare (HIPAA-adjacent) and government sovereign wealth fund mandates. Track record of measurable outcomes: \$2M+ client-validated cost reduction, 400+ integrated data sources, sub-second query performance. Fintech co-founder with \$1.6M exit in 16 months.

EXPERIENCE

BlockConvey

Sep 2025 - Present

COO & Head of AI Product

New York, NY

- Defined ICP, positioning, and GTM motion for the developer segment. Sourced 10 design partners through founder-led sales, and community channels and 0 paid acquisition.
- Scoped & Shipped phase 1 - MVP in 1 week by cutting 6 of 15 planned features & sequencing the test generation loop first. That loop drove 80% of activation and became the wedge for monitoring and remediation SKUs.
- Designed usage - based pricing spanning solo founder to 100-engineer team, with a \$10 entry tier priced under the cost of a single production incident. Converted 80% of free users to paid.
- Repositioned the company from enterprise AI governance to developer-first AI QA after 40+ customer discovery calls showed teams & solo founders under 5 engineers were shipping AI features with zero pre-production test coverage. New category cut average sales cycle from 90 days to 2 hours and reset the buyer from CISO to founding engineer.

Publicis Sapient

Mar 2022 - Present

Ass. Director Product - Data & AI Products

New York, NY

Large Health Insurance Provider (\$270B Market Cap) - Campaign Migration and Data Platform Delivery

- Delivered near real-time query performance for audience targeting across 1M+ members, as measured by Snowflake schema SLAs met across all production use cases, by owning the data model design and translating business rules into 50+ tracked features across engineering, marketing ops, and analytics.
- Migrated 121+ marketing campaigns to Adobe Experience Platform with zero compliance incidents, as measured by on-time delivery with no legal or regulatory breaches, by building a prioritization framework that sequenced campaigns by urgency and effort and kept legal, compliance, and marketing ops aligned throughout.
- Kept marketing campaigns running without interruption for 1M+ members during a full platform replacement, as measured by zero delivery disruption across the entire cutover period, by coordinating a 25-person team spanning data engineering, design, marketing ops, legal, and compliance.
- Ensured accurate data across 400+ integrated sources feeding member segmentation and campaign targeting, as measured by data quality and delivery SLAs met post-launch, by writing the requirements and acceptance criteria that the engineering team built to.

Large Consumer Products Company (\$70B Market Cap) - Data Governance and Metadata Strategy

- Cut redundant content production costs by \$2M (client-validated), as measured by reduced duplication across 100,000+ annual digital assets in 10+ global markets, by defining how assets should be structured, tagged, and searched in the enterprise content platform.
- Achieved full audit compliance across all 5 user roles in the content platform, as measured by a 60% reduction in access disputes post-launch, by designing the permission structure and access rules governing who could create, edit, and approve content.
- Reduced asset duplication across global marketing teams by 35%, as measured by post-launch content management metrics, by defining clear rules for how assets are created, updated, and retired and translating them into engineering requirements.

Large Consumer Products Company (\$70B Market Cap) - Enterprise Data Architecture Strategy

- Shaped a \$5M+ multi-year platform investment, as measured by executive sign-off across finance, operations, and product, by conducting 30+ stakeholder interviews and turning business pain points into a clear blueprint separating day-to-day operational systems from reporting and analytics platforms.
- Gave business teams a reliable foundation for reporting and analytics, as measured by defined data flows covering both operational and analytical needs, by partnering with the enterprise architect to map how data moves from collection through storage to business consumption.

Sovereign Wealth Fund (\$925B AUM, KSA) - Digital Product and Technology Investment Strategy

- Secured executive approval of the \$12M, 5-year transformation roadmap as the institution's official technology blueprint, as measured by sign-off across 36+ services with defined goals, success metrics, and investment sequencing, by owning the full roadmap from strategy definition through delivery planning.
- Built a government institution's data capability from nothing to investment-ready, as measured by a complete technology operating model covering vendor selection, platform sequencing, and capability build-out, by designing the full data strategy for a \$925B AUM sovereign wealth fund with no prior data infrastructure.

Publicis Sapient

Oct 2020 - Mar 2022

Senior Product Manager

New York, NY

- Improved team delivery speed by 25%, as measured by sprint velocity across engineering, design, legal, and compliance, by owning roadmap prioritization using the RICE framework and running structured Agile delivery.
- Quantified product impact across retention, activation, and revenue, as measured by OKRs tracked against defined customer success metrics, by applying behavioral analytics and customer satisfaction signals to drive roadmap decisions.
- Increased target conversion rate by 18%, as measured by statistically significant A/B test results, by running structured experiments and using test outcomes to decide which features to ship and when.

FinancePro

May 2019 - Sep 2020

Co-Founder - Acquired by Northwestern Mutual (Fortune 500)

Milwaukee, WI

- Grew a fintech startup from idea to a \$1.6M acquisition by Northwestern Mutual in 16 months, as measured by a signed deal with a Fortune 500 financial services company, by leading business strategy, investor narrative, and commercial positioning from day one.
- Built the product and business case that held up through acquisition due diligence, as measured by a monetization model that underpinned the deal, by defining the product vision, feature roadmap, and go-to-market approach from scratch.
- Closed the deal with Northwestern Mutual, as measured by executed commercial terms agreed with their M&A and technology leadership, by leading the full acquisition process including product demos, due diligence, and final negotiations.

EDUCATION

University of Wisconsin - Lubar School of Business

Graduated 2019

B.S. Information Systems and Management

Milwaukee, WI

Wisconsin 25 Under 25 Shortlist | Ignite Future Leaders Recipient | Dean's List | Student Ambassador, Lubar Entrepreneurship Center

SKILLS AND EXPERTISE

Data Products and Platform: CDP Strategy | Snowflake | Adobe Experience Platform | Data Schema Design | ETL and Pipeline Concepts | Event Instrumentation | Data Contracts | RBAC and Access Control | Metadata Management | SQL

Product Management: Data Product Roadmapping | 0-to-1 Product Development | A/B Testing and Experimentation | OKR and KPI Definition | North Star Metrics | RICE and ICE Prioritization | Platform Strategy | Agile and Scrum | JIRA and Confluence

Tools: Figma | Excel | PowerPoint | Product Analytics | NPS and CSAT | Voice of Customer

Domain: Financial Services and Regulated Data Environments | MarTech and CDP | Digital Health and Insurance | Fintech | B2B Enterprise SaaS | Data Governance | Enterprise Data Architecture