Karishma Kaur

Technical Product Ownership and Data Products

New York, NY | Remote US | Authorized to work in the US; no sponsorship required

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Summary

Technical Product Owner with nearly three years of product ownership at Standard Media Index (Guideline), following a Product Data Analyst role. Combines advertising data expertise, roadmap prioritization and Agile delivery with hands-on SQL, data QA and internal-tool development. Experience covering Product Manager and Scrum Master responsibilities, alongside independent product prototyping.

Professional Experience

Standard Media Index (Guideline) | Technical Product Owner

January 2023 - November 2025

- Owned digital advertising and programmatic pricing initiatives, translating stakeholder needs into roadmap priorities, epics, user stories and acceptance criteria.
- Covered Product Manager responsibilities for approximately one quarter and owned two product teams concurrently at times; facilitated Scrum ceremonies and PI planning.
- Led recurring monthly Digital CPM releases and post-merger SQAD digital releases through SQAD sunset; coordinated UAT, dependencies, repeated QA rounds and release readiness.
- Delivered new Digital CPM dimensions spanning programmatic, sports pricing and product categories; contributed to data-modeling and feature-development proofs of concept.
- Moved a data QA automation proof of concept into production, saving approximately eight hours of manual QA per release, based on time tracked in Jira.
- Independently built a pricing calculator for Sales and Finance within two weeks using Power Apps, SharePoint lists and custom formulas; handed operation and maintenance to Sales.
- Used SQL Server/SSMS, Tableau and Power BI to investigate multi-million-row pricing datasets, comparing new agency data with historical, release, year-over-year and month-over-month patterns.
- Partnered with data science and ML teams to clean, annotate and validate advertising placement training data and investigate data-quality issues.

Standard Media Index (Guideline) | Product Data Analyst

April 2022 - December 2022

- Analyzed advertising datasets, validated data quality and developed reporting to inform product improvements; promoted to Technical Product Owner within nine months.

Earlier Experience

Global Health Connections | Data Analyst Intern

August 2021 - December 2021

- Built Qualtrics surveys for community-health data collection; contributed Python-based anomaly detection, data cleaning, and survey and geospatial visualizations.

University of Colorado Denver | Graduate IT Assistant

August 2020 - December 2021

- Supported remote lab operations, automated software installation and updates, and mentored technical team members.

HighRadius | Senior Financial Technology Advisor (Marketing Analytics)

August 2019 - December 2019

- Led a four-person marketing analytics team; developed segmentation, forecasting, KPI dashboards and campaign performance analysis using R and visualization tools.

HighRadius | Financial Technology Advisor (Marketing Analytics)

June 2018 - July 2019

- Analyzed Salesforce CRM data and campaign response trends; supported account-based marketing campaigns that generated 10% more Sales Qualified Leads.
- Built ARIMA forecasting models and accounts-receivable benchmarking reports to support campaign planning and prospecting.

Volunteer Experience

Global Health Connections | Volunteer Data Systems and BI Specialist

September 2026 - Present; earlier volunteer engagement July - August 2024

- Rebuilt Qualtrics surveys in REDCap with requested enhancements through iterative delivery; cleaned survey exports, configured Power BI and handed reporting over for internal research analysis.
- Cleaned and transformed survey datasets in Python during the 2024 volunteer engagement.

Independent Projects

Self-directed projects | December 2025 - Present

- AdTech Decision Intelligence: prototyped a Python and Next.js application combining deterministic analytics, local AI synthesis and checks on generated conclusions using public data.
- Rules and Scenario Engine: prototyped configurable calculations and reusable equations in SwiftUI.

Education

MS, Information Systems, Business Intelligence | University of Colorado Denver | 2021
Outstanding Student Award
BTech, Electronics and Communications Engineering | JNTU, Hyderabad | 2018

Skills

Product: roadmap prioritization, requirements, user stories, acceptance criteria, Scrum facilitation, PI planning, UAT, release management, stakeholder alignment.
Data and tools: SQL Server/SSMS, Python, R, Tableau, Power BI, Power Apps, SharePoint, Qualtrics, REDCap, Jira, Azure DevOps, Git.