

Deepa Iyengar

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EXPERIENCE

- 2018 **ADOBE SYSTEMS** San Francisco, CA
Product Marketing Manager, Dartmouth College MBA Intern
Delivered global product development, route-to-market operations and marketing strategy for Adobe Stock
- Established 2019 go-to-market strategy to capture \$1.5 billion via scenario planning against variability in Adobe's competitive product positions, commercialization operations and customer marketing segmentation
 - Built predictive data visualization dashboard calculating possibilities for gain leveraging pipeline analytics skills in SQL, Python and Tableau incorporating input from 40+ primary sourced user exploratory interviews
- 2013-2017 **FACEBOOK** Austin, TX
Partner Manager (2014-2017)
Senior manager responsible for sourcing partners, negotiating pricing and delivering marketing partnerships
- Designed multi-factor analytics model to quantify and rank 10+ deal variables by utility to firm goals. Resulted in data-driven opportunity planning which drove revenue from \$4M in 2013 to \$50M in 2016
 - Cultivated relationships with high value executive clients and leveraged their advocacy to gain internal visibility, manage growing headcount and global senior leadership engagement of the business at Cannes Lion
 - Re-established Austin Women@Facebook with membership base of 200+ women; globally recognized by Facebook's Chief Operating Officer for exceeding expectations in impactful women empowerment initiatives
- Partner Manager (2013-2014)**
Member of 3-person taskforce charged with zero-based design and operations scaling of services supply team
- Designed lean startup customer service model, providing net-new service for 500+ mid-market US agencies
 - Assessed 700 candidates in hiring 34 strategic account managers then coached to scale coverage by 330%
 - Awarded 2014 "culture carrier" title for impact in talent acquisition, mentorship and team cultivation
- 2011-2013 **OGILVY & MATHER** New York, NY
Media Planner (2012-2013)
- Selected for Digital Innovations pitch team; one of two planners responsible for conducting growth analysis on high value new business opportunities and presenting client winning marketing strategies alongside the c-suite
 - Delivered consistent growth in return on multi-million dollar ad spend on IBM's globally integrated marketing strategy through detailed management of campaign performance analysis and media optimization
- Assistant Media Planner (2011-2012)**
- Quantified and negotiated recuperation of \$2M+ in under-delivered media impressions from client investments
- 2011 **WIEDEN + KENNEDY** Portland, OR
Strategic Planning Associate
- Crafted strategic planning briefs defining product pricing, positioning for Old Spice, Kraft and Electronic Arts
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EDUCATION

- 2017-2019 **DARTMOUTH COLLEGE, TUCK SCHOOL OF BUSINESS** Hanover, NH
Master of Business Administration, July 2019
In digital strategy & growth operations, creative marketing automation, online identity & data governance
Tuck Band Musician, TEDxTuck Chair, Strategic Data Analytics Research Assistant, Women In Business, Diversity Conference Co-Chair, Institute for Security, Technology & Society Fellow, Glen Tuck Society
- 2007-2011 **THE UNIVERSITY OF TEXAS** Austin, TX
Bachelor of Science in Advertising Sociology, Creative Account Planning, Minor in Business
Dean's List and Honor's graduate, Texas Advertising Group, Nritya Sangam Dance Troupe
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PERSONAL

- **Interests:** international volunteering, surfing & skiing, pie-baking, live music, dance & theatre performance
- **Community:**
 - Bharathanatyam Indian dancer for 20 years; performed with Jiva Dance and the Kalakshetra Foundation
 - Senior behavioral dog trainer for 5 years at Austin Pets Alive, largest no-kill US animal shelter
 - **Languages:** English, Spanish, Tamil