

# Dr. Prajakta Kalmegh

Oxford, UK

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[LinkedIn](#)



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## Professional Profile

With a PhD in CS and 18+ years of experience, Prajakta has a strong background in leading cross-functional teams in cloud computing, data observability, and FinOps space. As an entrepreneur, she led her company's growth from concept to market by aligning product strategy with business goals. She has a noteworthy academic background, having presented her research at top-tier conferences. As a tech advisory and entrepreneur-in-residence, she has mentored several B2C/B2B2C/B2B-SaaS startups globally in their market entry strategy, product positioning in a competitive landscape, product-GTM and expansion strategy, and aligning organizations for their product-led growth digital transformation journeys. She aspires to shape industry discourse as a visionary and thought-leading executive with a product innovation leadership role.

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## Core Competencies

- Entrepreneurial mindset
- Product-led growth principles
- Innovation-focused digital transformation
- Design thinking / rapid prototyping
- Distributed and Cloud computing
- Building cloud-native technology stack

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## Education Qualifications

<b>Sep 2022 – Oct 2024</b>	<b>University of Oxford</b> Saïd Business School, UK	Executive MBA Candidate
<b>Jan 2014 – May 2019</b>	<b>Duke University</b> Durham; North Carolina, USA	PhD in Computer Science Major: Database Systems
<b>Aug 2008 – May 2010</b>	<b>Georgia Institute of Technology</b> Atlanta, Georgia, USA	MS in Computer Science Major: Database Systems
<b>Aug 2001 – May 2005</b>	<b>Pune University</b> Pune, India	BE in Information Technology

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## Industry Experience

**Unravel Data Inc** *08/21/2023 – Present*  
*Product Innovation Lead* Hyderabad, India

- Spearheading strategy and innovation in the Databricks and AI product verticals with a value of over \$25M in annual revenue
- Bridging the gap between evolving SaaS business model needs and product capabilities/limitations
- Managing large-scale projects across business units by engaging with customers and field teams to identify pain points and develop strategic roadmaps
- Collaborating with stakeholders to ensure alignment of product strategy with overall business goals, while managing leadership expectations and negotiating project budgets
- Directing four engineering teams to deliver on business priorities through cross-functional collaboration with sales, solutions, marketing, revenue, and business development teams, ensuring objectives are translated into actionable and trackable results
- Leading efforts to continuously monitor and create customer value-generation roadmaps
- Developing and implementing innovative solutions to enhance product performance and user experience
- Monitoring market trends and competitor activities, as well as meeting customers in person frequently to identify new opportunities for product innovation and differentiation while mitigating risks
- Serving as the product ambassador, actively engaging in webinars and diverse social media platforms to highlight product value and advocate for a forward-thinking product vision

**Tazzho**  
Co-founder, CEO / CTO

05/01/2021 – 08/18/2023  
Hyderabad, India

- As the head of technology at Tazzho, a democratized e-commerce marketplace for health-driven local food brands, developed a clear technology roadmap aligned with the global business strategy, resulting in the successful onboarding of 350+ vendors and 1000+ customers in less than a year
- Architected a cloud-native stack with AWS services, utilizing the latest front-end and server-side technologies to drive overall end-to-end architectural changes ensuring long-term platform scalability
- GTM enablement with an omnichannel commerce strategy and the integration with external systems, including SMS/email delivery solutions, payment platforms, workflow automation and project management tools, analytics and marketing apps, customer engagement and helpdesk tools, and other logistics vendors, to build strong delivery capabilities for a great customer experience resulting in 19% MoM growth
- Drove innovation with AI-based operational/business intelligence automation to identify and score high-risk orders resulting in 73% improvement in fulfillment and saving 50+ hours for every 100 orders

**Unravel Data Inc**  
Principal Engineer

05/20/2019 – 04/30/2021  
Palo Alto, California, USA

- In their Series C to Series D journey, orchestrated cross-functional teams to deliver customer-centric solutions through design thinking by employing empathy, collaboration, creativity, and experimentation
- Deeply understood B2B SaaS challenges, rapidly prototyped ML-based solutions for growth platform to balance research and solve customer pain points resulting in 60% improvement in delivery timeline
- Oversaw cloud workload migration costing project and guided code and logic optimizations
- Designed and architected workload performance root cause analysis tool providing executives with actionable insights with a focus on cost savings and quantifying risk resulting in higher adoption rates
- Recognized as a thought leader in the industry with expertise in data observability on big data frameworks like Yarn, Spark, Impala, and Hive; presented a Data Summit AI talk
- Demonstrated transformational leadership abilities and successfully inspired collaboration among stakeholders towards a shared vision of a “product culture” using Kotter’s Model:
  - Initiated and led the *Unraveling Unravel* technical knowledge-sharing series
  - Championed the *Women@Unravel* leadership initiative fostering an inclusive culture
  - Established a structured *Engineering Tech Blog* program to market technical talent within
- Successfully navigated change during the pandemic with a resilient, motivated, and driven mindset

**Persistent Systems Ltd**  
Module Lead

09/20/2010 – 07/28/2011  
Pune, India

- Led team in developing SQOOP extensions for Hadoop-PDW and MS SQL Server adapters
- Improved query performance by 93% through implementation of aggregate index operator in Apache Hive

**IBM**  
Systems Engineer

11/21/2005 – 06/30/2008  
Delhi, India

- Oversaw data warehouse application design for a telecom client, selected for IBM expo showcase
- Implemented and oversaw agile scrum management across all verticals and track the team velocity
- Accelerated innovation with a research-driven design of a query execution dependency viewer tool

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### Tech Advisory / Mentorship Experience

**Saïd Business School, Oxford**  
Tech Entrepreneur-in-Residence

Sep 2023 - Present  
Oxford, UK

- Conducts weekly one-hour mentoring sessions for Oxford-led startups, providing guidance on anything tech - from ideation to global scaling

**Techstars Berlin**  
Technology Advisor

Winter'23, Spring'24, Winter'24  
Berlin, Germany

- Active mentor in the Mentor Madness initiative guiding 8 startups from each cohort in the accelerator in strategic product and technology decision-making. Lead tech mentor for [Enzum](#) from Winter'23 cohort.

**Oxford Strategy Group**  
Technology Advisor

Sep 2022 – March 2023  
Oxford, UK

- Advised a team of strategy consultants on technology projects in edtech sector on market research, market entry product roadmap and Go-to-Market strategy

**Oxford Women Alliance**

*Mentorship Facilitator*

*Feb 2023*

*Oxford, UK*

- Led a formal structured mentorship program to connect over 40 MBA women mentees with 11 Executive MBA women mentors to provide them support, resources, opportunities and networks; also mentoring 4
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**Research Experience**

**Duke University**

*Research Assistant, Teaching Assistant*

*Jan 2014 – Apr 2019*

*North Carolina, USA*

- Awarded research scholarship for pioneering studies in workload performance optimization with a focus on diagnosing and mitigating inter-query resource interactions in distributed computing
- List of research publications - <https://dblp.org/pid/129/5626.html>

**Microsoft Research Labs**

*Research Intern*

*05/22/2017 – 08/11/2017*

*Palo Alto, California, USA*

- Developed ML-based performance diagnosis models to improve the accuracy of resource allocations
- Extended YARN metrics API to track job execution delays and provide recommendations using a Hadoop YARN Simulator

**Georgia Tech**

*Research Assistant, Teaching Assistant*

*Aug 2011 – Dec 2013*

*Atlanta, Georgia, USA*

- Led development of community intelligence social network platform, demonstrated cross-discipline innovation with published paper on graph database design challenges in IEEE Xplore
- Transferred PhD credits from Georgia Tech to Duke University in Jan 2014

**SAP Labs**

*Research Intern*

*08/27/2012 – 04/28/2013*

*Palo Alto, California, USA*

- Consulted leads on data warehouse and graph database projects
- Worked in a highly collaborative team to lead open-source contributions to analytical window functions in Apache Hive

**IBM Research**

*Research Intern*

*05/21/2012 – 08/10/2012*

*Delhi, India*

- Architected and developed an application-level cluster performance monitoring tool for Hadoop jobs
  - Poster selected for I-CARE conference, Delhi 2012
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**Additional Information**

Technical Expertise	Manage full-stack products for scale and long-term stability, big data frameworks, web technologies, API design, agile frameworks, benchmarking, workload cloud migration, workflow performance diagnosis, cloud cost optimization, data-led UX
External appointments	Private Consulting to AzKarbon, Turkey Technical Advisory Board for Heritage, LLC USA ACM-W Treasurer at Duke University
Awards	Director's Award at Saïd Business School, Oxford University, 2022 Tazzho selected for the 2022 CreateX Startup accelerator program at Georgia Tech Grace Hopper/SIGMOD/SoCC travel scholarship recipient, 2017, 2018 Innovative idea award winner at GTRIC at Georgia Tech, 2011 Various performance and leadership awards at IBM and Persistent Systems Ranked 1 <sup>st</sup> in BE (undergrad) college, 2005
Talks/Demos	SIGMOD'2019 Research Track, SIGMOD'2018 Demo Track, VLDB'2014 Demo Track, SoCC 2018 Poster Track, HPC 2012 Research Track, GTRIC 2012 Poster Track, ASPLOS 2009 Poster Track