

EXPERIENCE

THE ATLANTIC

Washington, DC

Senior Product Manager, Digital Product and Technology

January 2018 – Present

Create new products that delight consumers and contribute revenue. Lead roadmap, prioritization and pipeline for the niche-content site CityLab, Atlantic's presence in Apple News, community strategy and more. Manage partner and vendor relationships with platforms and technology providers. Partner with senior leadership from design, technology, editorial and advertising to launch new ventures, evaluate product success, and ensure that product strategy and development is clearly communicated and in line with organizational and consumer needs.

RESEARCH & STRATEGY

Washington, DC

July 2017 – Present

I work with media companies, nonprofits and universities to provide practical leadership and insights into audience engagement and strategy. Credits include a strategy guide for the "Coral Project" on emotional labor in online communities, as well as ongoing user research with the Membership Puzzle Project in New York, for which I interviewed public media experts and stations around the country to help redefine digital membership and fundraising. I also organize industry conferences that focus on technology, including a panel on computational approaches to engagement for the Computation & Journalism Symposium in Evanston, IL and the University of Miami Newsjam.

NATIONAL GEOGRAPHIC

Washington, DC

Product Manager, Consumer Products

July 2016 – July

2017

Managed all aspects of product development for several products, including: Your Shot, NG's only user-generated photo community; contests, a major community-driven traffic-driver to our owned and operated sites; and Geno, a new consumer-facing mobile app for NG's popular Genographic DNA testing kit. In this role, I partner with analytics to define success for new features, with ad sales to translate engagement and community into business value, with technology to develop a roadmap for successfully executing new features, with editorial team to understand how to build content users will love, and with UX/design to ensure that we never stop listening to our users.

MIT DESIGN LAB

Cambridge, MA

Research Assistant

2014-2016

I worked collaboratively to design and execute large-scale international user research projects for global clients. I hired and led teams that included part-time and remote designers and technologists. Used a variety of qualitative methods, including interviews and ethnographic immersion, to understand user needs and create prototypes.

CNN IBN

New Delhi

Product Manager

2013-2014

I led the development and launch of *Citizen Journalist*, an online content community and experience for the Indian TV channel CNN IBN. I also ran election-related TV-digital products. I used partnerships and new features to tap into India's young and digitally-savvy population, and reported directly to the founder and CEO of the network. I launched several partnerships with youth-oriented new media startups, managed daily editorial and social media strategy and produced regular reports on engagement metrics. Management: 2 full time, 1 intern, vendors.

HACKS/HACKERS NEW DELHI

New Delhi

Co-Founder, New Delhi chapter

2012-2014

I started the New Delhi chapter of Hacks/Hackers. I structured and led events that brought together executives from across news and technology. Organized Hack4Change India.

SCIENCE, TECH AND BUSINESS JOURNALIST

2009-2012

- Wrote about entrepreneurship, technology and policy as a freelancer, for *the Guardian*, *Fortune.com*, the *Nikkei Asian Review*, *Smithsonian* and others
- Served as first web editor for Indian business publication *Business Today* (2011-2012)
- Covered the science and technology beat, full-time, as a reporter for national English-language *Hindustan Times* newspaper (2009-2010)

EDUCATION

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Cambridge, MA

Master of Science in Comparative Media Studies

June 2016

Thesis: "Towards A Better Inclusivity: Online Comments and Community at News Organizations"

NORTHWESTERN UNIVERSITY

Evanston, IL

Bachelor of Science in Journalism, Second Major: Economics

2004-2008

ACTIVITIES

- **Member**, #DCFemTech, an organization that promotes women's leadership in DC-area technology through events, partnerships and collaborations
- **Presenter & Facilitator**, at numerous journalism conferences and events, with a focus on how users are transforming the media industry. Recent speaking credits include: the Computation and Journalism Symposium in Evanston IL (October 2017) and the University of Miami Newsjam (October 2017).

PUBLICATIONS

- "How Journalists are Using New Tools for Collaborative Journalism." MediaShift. <http://mediashift.org/2017/11/new-tools-collaborative-journalism/>
- "Bringing Collaborative Journalism to the Issue of International Migration: An Interview about the 19 Million Project." Media Fields Journal, Issue 12: Media and Migration. <http://www.mediafieldsjournal.org/>
- "Towards a Better Inclusivity: Online Comments and Community at News Organizations." MIT. 2016. <http://hdl.handle.net/1721.1/104258>
- "What I learned from #BeyondComments." Medium.com. March 7, 2016. <https://medium.com/@DigitalAnika/what-i-learned-from-beyondcomments-f44332b29a9>

SKILLS

- Extensive training and practice with qualitative and design research processes, familiarity with prototyping tools and Adobe design suite, WordPress, Google Analytics, JIRA, Trello, Agile development
- Languages: English, Hindi, Spanish