NEETI KHATRI

VP - Insights, Analytics and Data Science at Public Investment Fund

@ neetik92@gmail.com linkedin.com/in/neeti-khatri Riyadh, Saudi Arabia

SUMMARY

Data and Analytics expert with 13+ years of track record of driving impact and creating business value through insights, innovation, and strategic execution. My work sits at the intersection of data, business impact, and emerging technologies, helping leading organizations evolve into data-driven enterprises. Across each engagement, I've applied a deep understanding of data ecosystems to craft solutions tailored to unique business contexts, with a clear focus on measurable outcomes.

EXPERIENCE

VP - Insights, Analytics, & Data Science

Public Investment Fund (PIF)

04/2025 - Present Riyadh, Saudi Arabia pif.gov.sa

Driving data, insights, and analytics initiatives to support informed decision-making. Leading the development of customer data platform, managing brand reputation, and improving marketing performance and impact measurement. Strengthening data governance and delivering actionable insights to guide business strategy to optimize overall operational impact. Leading brand research and perception studies to track brand health, awareness, and sentiment across key stakeholder audiences, translating findings into positioning and communications decisions.

Selected as a Trusted Advisor within the division.

AVP - Insights, Analytics & Data Science

Public Investment Fund (PIF)

09/2023 - 04/2025 Riyadh, Saudi Arabia pif.gov.sa

Associate Director, Digital & Data Analytics

FGS Global

09/2022 - 09/2023 Dubai, UAE fgsglobal.com

Lead data transformation programs by embedding advanced analytics into communications strategies. Enabled clients to derive measurable value from data by building dashboards, improving campaign analytics, and influencing strategic direction through actionable insights.

Senior Manager, Data & Analytics

Jellyfish

05/2021 - 09/2022 Dubai, UAE jellyfish.com

Managed cross-functional analytics projects for global brands, focused on marketing performance optimization. Delivered end-to-end analytics frameworks, introduced automation efficiencies, and supported strategic growth through insight-led digital campaign enhancements.

Senior Data Consultant

Publicis Media

06/2019 - 05/2021 Dubai, UAE publicisgroupe.com

Created and led tailored analytics solutions for global brands, primarily Samsung in the Middle East and Africa, to enhance media effectiveness and drive ROI. Designed and optimized digital marketing campaigns while consolidating data from various sources using automated processes and custom reporting. Assessed campaign performance across online and offline channels, providing clients with regular updates on marketing efficiency and effectiveness.

EDUCATION

Master of Business Administration

The University of Manchester

06/2020 - 05/2022

Bachelor of Technology (Hons.), Computer Science and Engineering

Rajasthan Technical University

01/2009 - 12/2013

SKILLS

Market & Consumer Intelligence

Market Research (Quantitative & Qualitative), Consumer & Stakeholder Insights, Brand Health & Perception Research, Brand & Reputation Intelligence, Social Listening & Sentiment Analysis, Competitive & External Benchmarking.

Customer 360 & Data Products

Customer Data Platform (CDP) Development, Customer Insights & Segmentation, Personalization & Recommendation Engines, Cross-Channel Customer Journey Analytics, Real-Time Audience Intelligence.

AI & Emerging Technology

AI Transformation Strategy, Generative Engine Optimization (GEO), Generative AI & LLM Use Cases, AI-Enabled Insight Automation, Machine Learning & Predictive Modelling, AI Governance & Responsible AI.

Data Insights & Analytics

Data Analysis, Business Intelligence (BI), Predictive Analytics, Data Storytelling, Marketing Performance Measurement & ROI, Executive Reporting & KPI Frameworks.

Data Management & Governance

Data Management, Data Warehousing, Data Pipelines, Data Architecture, Data Governance, Data Privacy & Compliance (GDPR, PDPL).

Advisory & Leadership

Management Committee Advisory, Multi-Sector Portfolio Engagement (B2C, B2B, Government), Multi-Market Experience (GCC, MEA, US, Europe, India), Stakeholder Management, Cross-Functional Team Leadership, Agency & Vendor Management.

Tools & Technologies

SQL, PL/SQL, HTML, JavaScript, Power BI, Google Looker Studio, Tableau, Cloud Data Platforms (AWS & GCP), Google Marketing Platform (GA4, GTM, Google Ads, etc.).

EXPERIENCE

Data Analyst
TBWA\Raad

07/2018 - 06/2019 Dubai, UAE tbwaraad.com

Created analytics strategies for global brands, including Louvre Abu Dhabi, INFINITI Middle East, and Standard Chartered Bank UAE, translating data into actionable business insights. Designed processes to optimize KPIs across social, paid media, web, CRM, and business data such as sales and churn rates. Selected the right data sources to evaluate performance, identifying what's working and what needs optimization. Provided clear, data-driven insights that supported strategic decision-making and enhanced overall marketing and business performance.

Data Analyst
Digital Nexa

05/2018 - 07/2018 Dubai, UAE digitalnexa.com

Senior Software Engineer
TEKsystems

03/2017 - 01/2018 Hyderabad, India teksystems.com

- Developed custom data solutions for various global clients.
- Automated ETL processes using UNIX shell scripts and created complex SQL queries to generate business insights.
- Successfully delivered the first AWS-customized solution using AWS Redshift, S3, and Data Pipeline.
- Managed and optimized Oracle BI Analytics applications, including creating and modifying dashboards, data mappings, and metadata repositories.
- Configured and deployed financial analytics subject areas, ensuring seamless integration with Informatica mappings and DAC for custom tasks.
- Delivered high-quality reporting solutions to improve data-driven decision-making.

Software Engineer
TEKsystems

03/2015 - 02/2017 Hyderabad, India teksystems.com

Associate Software Engineer
TEKsystems

06/2013 - 03/2015 Hyderabad, India teksystems.com

CERTIFICATION

Digital Transformation - Leading Organizational Change in Age of AI
Stanford University Graduate School of Business
Credentials

Leading the AI-Driven Organization
MIT Sloan School of Management
Credentials

Advanced Data Analytics and Visualization
University of California, Berkeley, Haas School of Business

Google Analytics Individual Qualification
Google

Enterprise Design Thinking Practitioner
IBM

Fundamental of Investing
IE University

Finance Fundamentals
Smartly by Pedago

Big Data Presales Specialist
Oracle

Cloud Service Specialist
Oracle

Business Intelligence PreSales Specialist
Oracle

Campaign Manager Certification Exam
Google

Search Ads 360 Certification Exam
Google

Snapchat Ads Manager Certified
Snap Inc.