

# Anika Gupta

anika@alum.mit.edu

## Education

2014-2016

### MS, Comparative Media Studies

Massachusetts Institute of  
Technology / Cambridge MA  
*Thesis: Towards A Better  
Inclusivity: Online Comments  
and Community at News  
Organizations*

2004-2008

### BS, Journalism & Economics

Northwestern University /  
Evanston IL

## Activities

2022

### Digital Coach

International Center for  
Journalists / Washington DC

2022 - Present

### Board Member

HacksHackers / Washington DC

2018-2019

### Leadership Team

DCFemTech / Washington DC

## Languages

English / Spanish / Hindi /  
Italian / French

**I'm an entrepreneurial product leader** with experience leading teams and launching new products in multiple countries, industries and languages. I turn my background as a journalist into a passion for understanding people, culture and digital change.

## Experience

*Informa Markets Fashion / Remote / August '21 – Sept. '22*

### HEAD OF PRODUCT

Informa Markets Fashion organizes industry-leading B2B fashion events. I managed the digital product roadmap, strategy and budget for Informa's multimillion dollar B2B fashion vertical, and jointly owned our digital P&L. Core products included our event apps - accessed by thousands of business users annually - and our B2B high-end fashion wholesale marketplace product. My team did extensive user research to identify new opportunities and potential product improvements, prioritizing based on feedback. We scoped and launched several innovative new features and products, adding substantially to annual digital revenue. I recruited and led a team of four, and regularly presented strategy to senior executive stakeholders.

*Various Clients / August '20 – Present*

### PRODUCT & DIGITAL STRATEGY CONSULTANT

I provided high-level digital strategy services to clients, focused on product-market fit, product development and growth. Clients included Discourse (enterprise community software) and DCist (DC-based news nonprofit).

*Simon & Schuster / July '19 – August '20*

### AUTHOR

I turned my graduate thesis into a book, "How to Handle a Crowd," that focuses on the lives of online community moderators and suggests how we can create thoughtful, inclusive spaces for civil dialogue online.

*The Atlantic / Washington DC / January '18 – October '19*

### SENIOR PRODUCT MANAGER

I managed a diverse consumer-facing portfolio, including our GDPR response.

*National Geographic / Washington DC / July '16 – July '17*

### PRODUCT MANAGER

I managed Your Shot, NG's photo community. Introduced new socially-forward community features that boosted engagement and retention.

*MIT Design Lab / Cambridge MA / 2014-2016*

### USER RESEARCHER (RA)

I worked collaboratively to design and execute large-scale international user research projects for global clients.

*CNN IBN / New Delhi, India / 2013-2014*

### PRODUCT MANAGER

Relaunched and grew Citizen Journalist, a digital and social UGC community focused on the news, on behalf of a major TV network. Led election coverage and digital partnerships.

*Various / Global / 2009-2013*

### JOURNALIST

I covered science, technology, business and culture for news outlets around the world. (*The Guardian, Hindustan Times, Nikkei Asian Review*)