

# Nalini Panchita Kotamraju, Ph.D. | nalini.org

## SUMMARY

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Research manager with over 15 years designing, conducting and implementing research in international, geographically distributed product teams. Adept at solving problems and identifying opportunities through research insights. Passionate about how data and research can improve products and delight customers.

## PROFESSIONAL EXPERIENCE

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### **Microsoft Corporation**, Redmond, WA, USA

*Senior Design Research Manager*, User Experience, Microsoft Business Solutions (2013 – present)

- Manage design research team to deliver relevant, timely and actionable insights that solve problems and inform decisions
- Conduct and oversee research for Microsoft Dynamics AX's on-premise and cloud business solutions (ERP)
- Apply variety of research methods (quantitative and qualitative) to support work of design, program management and engineering teams
- Launched initiative to refresh Customer Model of over 100 industry-specific personas

### **IT University of Copenhagen**, Copenhagen, Denmark (2010 – present)

*Associate Professor*, Culture & Communication (final title)

- Create, design, conduct and publish original research about human behavior and digital technology
- Teach courses in digital design and business models in academic and professional graduate programs
- Secure funding from internal and external sources for research activities
- Supervise assistants (research and teaching) and student theses

### **Sun Microsystems Inc. (now Oracle)**, Menlo Park CA, USA (2000-9)

*Lead User Researcher* (final title), Software User Experience

- Designed and conducted user research for software user experience design group of interaction designers and software engineers

### **United Nations NGO Forum on Women-Beijing '95**, Beijing China & New York NY, USA

*Deputy Director*, Operations (1994-6)

- Coordinated registration for 38,000-person international women's conference in Beijing

## EDUCATION

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### **University of California at Berkeley**, Berkeley CA, USA

Ph.D. in Sociology, 2007. National Science Foundation Minority Fellowship.

### **Harvard University**, Cambridge MA, USA

A.B. cum laude, Social Studies, 1992 & A.B. cum laude, Women's Studies, 1992

## AFFILIATIONS

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University of Washington Department of Communication (Affiliate Professor); Association for Computer Machinery (Member), Mobile Media & Communication Journal (Editorial Board Member); American Sociological Association (Member)

## OTHER

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Languages: Native English speaker. Familiar with Dutch. Proficient in French.