

Kasturi Patra Portfolio

peak



shopify

shōgun

FOUNDATION

Prosci
PEOPLE. CHANGE. RESULTS.

WebEngage

Nexcess
A LIQUID WEB BRAND

k-commerce.
powered by mdf commerce

E-Commerce/Retail Tech

- [Digitizing The Customer Experience: 10 Best Strategies \(2024\) | Shopify](#)
- [Retail Workforce Management: Tools & How to Implement Them \(2025\) | Shopify](#)
- [Product Information Management System: Definition and Software \(2025\) | Shopify](#)
- [The Top 9 Grocery Retail Trends Shaping the Industry \(2024\) | Shopify](#)
- [Retail Media: A Complete Guide for Retail Businesses \(2024\) | Shopify](#)
- [eCommerce Fulfillment Services: A Guide to Why You Need One | Ware2Go](#)
- [10 Top Ecommerce Customer Experience Tactics \(+ Examples\) | Shogun](#)

HR Tech

- [How to Successfully Navigate Culture Change Management | Prosci](#)
- [Mastering Change Leadership in Enterprise-Level Companies | Prosci](#)
- [AI Change Management | Prosci](#)
- [The Comprehensive Guide To Mastering Change Readiness | Prosci](#)
- [Integrate Organization Development And Change Management | Prosci](#)
- [5 Tips for Better Change Management Communication \(+ Free Resources\) | Prosci](#)

Marketing

- [How To Increase Organic Traffic to Your Website | Nexcess](#)
- [What Is A Product Marketing Manager's Role In Gtm Strategy | Ignition GTM Inc.](#)
- [10 Effective Email Marketing Strategies for Edtech | WebEngage](#)
- [Marketing in a Recession | The Blogsmith](#)
- [Mastering Effective Moment Marketing Strategies To Win In Fintech | WebEngage](#)

Tech Startups

- [How African tech startups can secure venture capital investment \(+ case studies\) | FFA](#)
- [How To Navigate A Strategic Pivot For Your Nigerian Startup | FFA](#)
- [Navigating South Africa's Regulatory Compliance Challenges | FFA](#)
- [Nine Steps To Build The Essential Business Plan For 2023 | Founders Factory Africa \(FFA\)](#)
- [How to start a logistics firm in SA: Beginner's Guide | FFA](#)

Fintech

- [Digital Transformation's Crucial Role in Insurance | WebEngage](#)
- [Operational Finance: Strategic vs Operational CFOs | Mosaic](#)
- [Ten Powerful Ways To Boost Fintech User Engagement Through Funnel Analysis | WebEngage](#)
- [Should You Cancel Renters Insurance During a Recession? | GoodCover](#)
- [Goodcover's Guide to the New Biden Tenant Protection Bill of Rights: What Does It Mean for Renters? | GoodCover](#)

Landing Pages

- [Your Complete Guide to Enterprise Change Management | Prosci](#)
- [Conquer Change Management in the Energy Sector With Prosci](#)
- [Empowering African fintech startups to scale and grow | FFA](#)

Thought Leadership and Case Studies

- [How marketers can use hyper-personalization to drive business growth](#)
- [CEO-Catalyst-Branda-Villacob-Case Study | Copywrite Matters](#)
- [CEO-Catalyst-Case-Study-Krista-Walsh - Case Study | Copywrite Matters](#)

Contact

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Kasturi Patra

admin@kasturipatra.com

