

Kasturi Patra Portfolio

FOUNDATION

Prosci
PEOPLE. CHANGE. RESULTS.

shōgun

WebEngage

**FOUNDERS
FACTORY.
AFRICA**

GOODCOVER

Nexcess
A LIQUID WEB BRAND

k.e-commerce.
powered by mdf commerce

E-Commerce

- [10 Top Ecommerce Customer Experience Tactics \(+ Examples\) | Shogun](#)
- [The Ultimate Guide To Effective Email Marketing Strategies For E-Commerce | WebEngage](#)
- [Is Ecommerce Still Profitable? How to Grow a Business Online | Nexcess](#)
- [Guide to the Essential Features of B2B Ecommerce Platforms | k-commerce](#)
- [How To Get Products for Online Stores: The Ultimate Guide | Nexcess](#)

HR Tech

- [How to Successfully Navigate Culture Change Management | Prosci](#)
- [Mastering Change Leadership in Enterprise-Level Companies | Prosci](#)
- [AI Change Management | 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](#)
- [Empowering African fintech startups to scale and grow | FFA](#)

Contact

Kasturi Patra

admin@kasturipatra.com

