

**Dr. Madhavi Chakrabarty (She/Her/Hers)**

Rutgers Business School, Newark and New Brunswick,

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**PROFESSIONAL EXPERIENCE**

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**Rutgers Business School**

Sr. Director of Undergrad Student Experience

Jul 2021 -

Assistant Professor of Professional Practice

Jan 2019 -

**Verizon**

Dec 2008 – Dec 2018

Customer Insights and Experience Lead

Digital Engagement Leader

Information Architect and Learning Technology Lead

**Rutgers University, School of Information and Communication**

Sep 2013 - Jun 2014

Adjunct Professor, Human Computer Interaction

**New Jersey Institute of Technology**

Feb 2004 - Nov 2008

Research Associate

**Voice Solutions Consultant**

Jun 2000 - Feb 2004

IBM, Nuance and Avaya architect

**RECOGNITION & AWARDS**

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- **FIRST DAY PROJECT**, Syllabus Redesign Grants by P3 Collaboratory and Student Experience Project, January 2021
- **OASIS Leadership and Professional Development program**, Rutgers University, Fall 2021

**Patent**

Chakrabarty, M., Bowie, F. and Thomas, N. (US Patent # 20140058840). “Method and Apparatus for Providing Reference Content”, Issued: February 27, 2014.

**AREAS of EXPERIENCE AND EXPERTISE**

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- **Customer Experience** and **Digital Marketing** leader at Fortune 100 companies for over 15 years.
- A thought leader, practitioner and educator, in **Customer experience Insights, Product Marketing** and **Design Thinking**.
- Designed curriculum and trainings in **Analytics**, Design Thinking and **Product Creation** at Academic and Corporate levels.
- Led several initiatives in product development in the **digital** and **learning** space.
- Experience with **Data Analytics, Data Reporting, Ad-hoc Reporting and Graphs**. using **statistical programming languages** like **R, Tableau** and **SAS**.
- Published peer reviewed articles and presentations across leading journals and conferences.

- Managed small and large onshore/offshore teams ranging from 5 - 70
- Knowledge of **Information Architecture, Learning Systems, Knowledge Management** and **Information design**
- Design focus including **accessible design, product innovation** and change agent.

## **TEACHING EXPERIENCE**

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- 1. Digital Analytics/ Customer Journey Analytics – 3 credit - since Fall 2019**
- 2. Product Innovation and Design Thinking – 3 credit - since Spring 2019**
- 3. AI in Marketing – 3 credit - since Spring 2020**
- 4. Marketing Research – 3 credit - since Fall 2019**

## **PUBLICATIONS**

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- **Chakrabarty, M.** (2013), ““From Clicks to Taps and Swipes”: Translating User Needs to a Mobile Knowledge Management Experience”. In Jean-Eric Pelet and Panagiota Papadopoulou (Eds.) *User Behavior in Ubiquitous Online Environments* (pp. 196-215). Hershey PA, IGI Global: Information Science Reference.
- **Chakrabarty, M.** (2014), Challenges of Structure and Organization in Medium-sized Content. In W. Yeoh, J. Talburt, & Y. Zhou (Eds.) *Information Quality and Governance for Business Intelligence* (pp. 297-313). IGI Global, Hershey, PA: Business Science Reference.
- **Chakrabarty, Madhavi M.** and Mendonça, David (2010) "Information Visualization in Computing and Related Sciences: Evidence from Top Journals," *Journal of Information Technology Theory and Application (JITTA)*: Vol. 11: Iss. 2, Article 3.
- **Chakrabarty, M** (2008), “Cognitive differences in solving visual problems using informationally equivalent but visually different representations”, Doctoral Dymposium, ISONeWorld 2008, Las Vegas, Nevada.

### **In Preparation:**

- **Chakrabarty, M.** and D. Mendonça, “Problem Solving Strategies with Different Diagrammatic Representations”, In preparation for *ACM Transaction on Computer-Human Interaction*.

## **PRESENTATIONS**

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- Moderator for Fall 2021 session on “The Great Cookie Deprecation” with Joe Frick, Head of Partnership Development, Data First (D1) at Oracle 10/4/2021
- Moderator on Multicultural marketing on Asian Marketing Panel with Indrajit Majumdar, Head Of Brand Partnerships Zee TV Network and Zee5OTT North & Latin America and Board President Of Asian American Advertising Federation (3AF) and Telly Wong, Chief Content Officer & SVP at IW Group 10/22/2021

- Panelist on in Rutgers Undergraduate Women in Business's Forte Career Readiness & Research Event on 10/21/2021
- Panelist on Beta Gamma Sigma and Phi Beta Lamda combined Professor Panel on 11/23/2021
- **Chakrabarty, M.**, F. Bowie and N. Thomas (2011), “F2F Cupholder session on User experience buy in from executives”, Dallas, Texas, USA.
- **Chakrabarty, M** (2008), “Cognitive differences in solving visual problems using informationally equivalent but visually different representations”, Doctoral Dymposium, ISOneWorld 2008, Las Vegas, Nevada.
- Bukkapatnam, N. and **M. Chakrabarty** (2005), “Impact of Organizational Structure and Behavior on the Success of Advanced Speech Applications”, SpeechTEK West 2005, San Francisco, CA
- **Chakrabarty, M.** and D. Mendonça, D. (2004), “Design considerations for information systems to support critical infrastructure management.” Information Systems for Crisis Response and Management Conference, Brussels, Belgium, 18–20 April.
- **Chakrabarty, M.** and D. Mendonça (2004), “Integrating Visual and Mathematical Models for the Management of Interdependent Critical Infrastructures” IEEE International Conference on Systems, Man and Cybernetics, The Hague, The Netherlands, 10–13 October

## **EDUCATION**

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**SEP certification in “Syllabus as a Tool to Promote Student Equity, Belonging, and Growth”**

**Dec 2020**

<https://library.studentexperienceproject.org/certificates/vm2t6m5i3x>

**ACUE Micro-Credential in Promoting Active Learning Online, Association of College and University Educators,**

**Aug 2020**

This micro-credential signifies my completion of an ACUE course requiring the implementation of evidence-based instructional approaches. The credential is co-issued by the American Council on Education and distinguishes faculty for their commitment to educational excellence and student success.

**New Jersey Institute of Technology**

**Jan 2010**

Ph.D. Cognitive Science and Human Factors (Dissertation: Understanding Cognitive Differences in Processing Competing Visualizations of Complex Systems)

**Rutgers University**

**July 2012**

Master of Business Administration (Mini), Digital Marketing

**Indian Institute of Technology, India**

**Dec 1999**

Master of Technology. Computer Application

**ADDITIONAL RECOGNITIONS**

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- Brandon Hall Group Excellence in Technology Award, Bronze, Best Advance in Learning Management Technology
- Integrity Award for 2012 Special Initiative, Verizon Wireless
- Runners-up at EETimes Design for Touch Screen Interfaces
- Member of NJIT Sigma Chapter of Alpha Epsilon Lambda, the National Honor Society for Graduate Students
- Cheers for Peers, for Learning and Development Community Site
- SPOT Award for organization excellence in Learning Systems Human Factors Workshop