

ERIN BLYTHE

ENTERPRISE DATA & PLATFORM STRATEGY LEADER

ENTERPRISE DATA ECOSYSTEMS | DATA PLATFORMS | DATA GOVERNANCE | AI & ANALYTICS ENABLEMENT

✉ erin.locke.blythe@gmail.com

☎ 262-391-7923

📍 New York, NY

SUMMARY

Data and analytics leader with 10+ years building enterprise-scale data ecosystems and platforms across global organizations. Proven track record defining enterprise data strategy, launching large-scale data platforms, and operationalizing data products that power analytics, AI, and business decision-making. Experienced people leader who has led and scaled global cross-functional teams of product, engineering, and data professionals while managing large technology portfolios and global platform rollouts.

ENTERPRISE DATA LEADERSHIP

- Lead multi-tenant enterprise data platforms across Fortune 100 companies
- Design delivery teams and manage budgets for enterprise-scale data platform initiatives
- Build enterprise governance frameworks ensuring data quality, regulatory compliance, stewardship, and trusted data access.
- Scale enterprise data capabilities enabling AI, advanced analytics, and personalization across global programs.
- Direct product teams responsible for delivering enterprise products.

SKILLS

Enterprise Data Strategy

- Data Ecosystems & Data Contribution
- Data & Digital Product Strategy
- Enterprise Data Platforms
- Data Governance & Stewardship

Organizational Leadership

- Cross-Functional Team Leadership
- Product & Data Team Development
- Executive Stakeholder Alignment

Analytics & AI Enablement

- Predictive analytics
- Dialogue with Data
- Business Intelligence (Power BI, Tableau, Qlik)

Enterprise Data Platforms

- Consumer, Commercial, ESG, Supply Chain, and Finance datasets
- SOX & PII Datasets
- Salesforce, Snowflake, Azure, Databricks

WORK EXPERIENCE

PepsiCo, Inc.

October 2023 - Present

Sr. Principal Product Lead, Data & AI Platform

Led product strategy and platform delivery for PepsiCo's global multi-tenant consumer data platform designed to centralize consumer data and enable advanced analytics, personalized consumer marketing, and agentic AI.

- Owned product strategy and roadmap for PepsiCo's global consumer data platform, successfully scaling adoption across 15 markets and multiple business units within 2 years.
- Managed a \$50MM multi-year technology investment and led a 40+ person cross-functional team spanning product management, data engineering, analytics, architecture, governance, and privacy teams.
- Built capability across marketing and delivery teams in an emerging space — training teams on first-party data collection including app pixels, SDKs and OOB connectors to major platforms (Google, Amazon, TikTok), and designing multi-step consumer journeys to drive loyalty enrollment, subscriptions, and purchase.
- Delivered the geo-targeting capability recognized with the PepsiCo Excellence Award — bridging B2C and B2B channels by identifying known loyalty app users near participating retail stores and triggering personalized push notifications with coupons and store locations, driving measurable incremental foot traffic to retail.
- Reduced external agency spend by \$3MM+ annually through platform automation that brought audience creation and campaign activation in-house.
- Participated in enterprise AI platform evaluation, aligning technical capabilities with business, data, and operating-model requirements

Williams-Sonoma, Inc.

April 2015 - Sept 2023

Sr Product Manager, Data & Analytics Platform

Led product strategy for Williams-Sonoma's enterprise migration from Teradata to Snowflake, driving cross-functional discovery with merchandising, supply chain, and finance teams to define business use cases and validate target data models, supporting the company's strategic vision to modernize its data ecosystem and enhance scalability, performance, and self-service analytics.

- Defined the roadmap for a modern data ecosystem leveraging Snowflake, Databricks, Azure, and Power BI to enable scalable data ingestion, transformation, and governed analytics capabilities across the enterprise.
- Established self-service data products and governance frameworks that improved data accessibility, reduced analyst dependency, and accelerated insight generation for business stakeholders.
- Built and led a team of product managers responsible for delivering enterprise data platform capabilities, prioritizing investments, and driving adoption of analytics products across multiple business functions.

Earlier Roles – Williams-Sonoma

Inventory Management – Furniture & Textiles

- Managed forecasting and inventory planning for a \$350M furniture category, partnering with leadership to optimize purchasing strategies and drive sales performance.
- Collaborated with merchandising and sourcing teams to launch direct-ship and made-to-order business models reducing inventory risk.

Product Development – Furniture & Upholstery

- Led product development initiatives working with global suppliers to reduce production costs and improve product margins.

EDUCATION

BS - International Economics

University of Wisconsin-Milwaukee • 2009