

Sheila Narayanan, Chief Digital Girl Experience Executive, Girl Scouts of the USA



Sheila Narayanan is the Chief Digital Girl Experience Executive for the Girl Scouts of the USA. Her focus is to transform the Girl Scout experience to a 21st century model, encompassing converged online/offline programming and STEM related skills.

Sheila is a global strategy and product executive with a track record for launching successful and innovative businesses as an “intrapreneur.” Sheila’s expertise is in shepherding innovation through to execution and commercialization.

She was the founding Head of Product for MasterCard’s Big Data startup to monetize transaction data, growing revenues to over \$40mm, and including the launch of MasterCard’s first iPhone app. She was also instrumental in architecting MasterCard’s entry into the Loyalty industry to drive transaction growth. She led the acquisition and

integration of a Silicon Valley learning engine, and subsequent launch of innovative offerings, to deliver new personalization capabilities in financial services.

She is known as a pragmatic leader, who creates profitable new products that drive growth, while providing learnings for the next innovation. She also has a reputation for motivating high performing teams by identifying and building on individuals’ strengths. Previously, Sheila’s strategy and product development skills were honed at Dun and Bradstreet, GE and Rolls Royce.

Further, as an engineer, Sheila is a passionate advocate for girls in tech/engineering. She led the first national rollout of the corporate Girls Who Code Clubs in collaboration with MasterCard. She also led the first “WizGirls – Building the Future!” event to inspire 4th- 7th Grade girls to pursue tech and engineering through hands-on activities, in collaboration with the American Association of University Women and participation from Cognizant Technology Solutions, Pepsi and other major institutions. Sheila has a B.S. in Mechanical Engineering from University of Wales, U.K. and an M.B.A. from The University of Chicago.