

Speaker Bios

A CMO'S GUIDE TO AI

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Prama Bhatt

SVP, Digital & eCommerce

Ulta Beauty

Prama Bhatt has been part of the Ulta Beauty family since 2014 and is Senior Vice President, Digital & eCommerce. She loves connecting digital and physical retail experiences and bringing them to life for our guests.

Prior to Ulta Beauty, she led retail eCommerce teams at Toys R Us and Kenneth Cole. In addition to her retail industry experience, Bhatt was a management consultant with Booz Allen and had a tenure at Ford Motor Company where she held various roles in product strategy, design and development. From truck engines to bold lips, she's excited about how technology can enable great guest experiences! The Ulta Beauty Digital & eCommerce team delivers digital experiences through Ulta.com and our mobile apps – managing online merchandising, digital marketing, eCommerce operations, digital product management, user experience and digital innovation. The team is equally passionate about working with our cross-functional partners to drive customer loyalty through omnichannel experiences and innovating on future digital experiences across customer touchpoints.

Bhatt holds a BS in Electrical Engineering from Oakland University, an MS in Electrical Engineering from Wayne State University and an MBA from the University of Michigan.