

Nelli Balkarova

Nelli Balkarova is an Expert Product Manager at Experian, where she leads consumer identity protection solutions that help members better understand and protect their personal information. Her work spans dark web monitoring and personal privacy products, with a focus on growing adoption, increasing engagement, and driving retention and membership growth.

Over the course of her career at Experian, Nelli has worked across both B2B and B2C product management. Prior to her current role, she managed a portfolio of credit data and analytics products, including Premier Attributes, Experian's comprehensive credit attribute set used by organizations to make more informed decisions across the customer lifecycle. She also launched a new data asset focused on consumer credit-building behavior, redesigned an intellectual property licensing model into a tier-based subscription structure, and modernized the attribute governance experience through an interactive Tableau-based solution.

Before joining Experian, Nelli held roles in product, marketing, and communications, which shaped her cross-functional approach to product leadership. She is especially passionate about using data and customer insights to build products that solve meaningful problems and create measurable business value.

Nelli earned her Master of Science in Business Analytics from the University of Miami and a dual Bachelor of Science in Marketing and International Business from Salisbury University. As a Salisbury alumna, she is excited to serve on the Perdue School of Business Career Advisory Board and support students as they explore career paths, transition into the workforce, and build confidence early in their careers.

Outside of work, Nelli enjoys traveling, learning about new cultures and languages, reading, and spending time at the beach. She has visited more than 20 countries, is currently learning Spanish, and lives in South Florida. She is also always on the lookout for a great tiramisu.