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CERTIFICATION

Advanced Certification in Data Science & AI

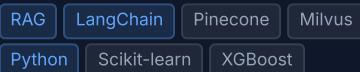
IIT Madras — Centre for Outreach & Digital Education (CODE)
Intellipaat | Feb 2022 – Sep 2022
Machine Learning, Deep Learning, NLP, Statistical Modeling, AI Applications

TECHNICAL SKILLS

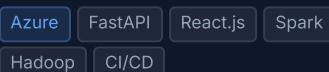
Data Engineering & BI



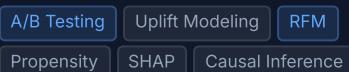
GenAI & ML



Cloud & Platform



Analytics & Experimentation



Methodologies



LANGUAGES

English (Native)	★★★★★
Hindi (Native)	★★★★★
German (A2)	●●●●

WORK AUTHORIZATION

EU Blue Card Holder
US B1 Visa

DOMAIN EXPERTISE

MedTech / Audiological Care
Retail & Wealth Banking
Customer & Digital Analytics
Marketing Science

Smeet Kumar Patel

Manager, Data Engineering, Analytics & GenAI Implementation

14+ years leading global data transformation across MedTech, Retail Banking, and Wealth Management. Currently driving enterprise analytics, data engineering, and GenAI delivery across 20 countries at Sonova Group — 21 dashboards, 99.9% pipeline reliability, 90% hallucination reduction at scale. IIT Madras certified in Advanced Data Science & AI.

20 COUNTRIES	175 USERS	21 DASHBOARDS	90% GENAI ACCURACY	99.9% RELIABILITY	75% AUTOMATION
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EXPERIENCE

Sonova Group

May 2023 – Present

Manager, Data Engineering, Analytics & GenAI Implementation — Berlin, Germany

Enterprise BI, KPI Standardization & Executive Reporting

- Delivered 21 executive dashboards across Sales, Operations, Marketing & HR — drove +2.1% QoQ sales increase and 60% engagement boost across 1,800 users
- Spearheaded enterprise BI transformation across 20 countries with 8 integrated data sources, standardizing KPI definitions and OKR-aligned executive reporting
- Partnered with CEO & VP Marketing on board-level KPI suite; linked 5 P&L levers to dashboards, contributing to EBITDA expansion

Data Engineering, Lakehouse Architecture & Reliability

- Architected Medallion lakehouse (Bronze/Silver/Gold) on Databricks with progressive quality gates — MTTR <30 min, MTTD <15 min
- Automated data collection and reporting pipelines: 75% FTE time reduction, 35% faster reporting cycles, ~30% faster sales forecasting
- Implemented Unity Catalog governance achieving 99.9% pipeline reliability and 30% lower data downtime; tracked 15+ KRIs with anomaly detection

GenAI Delivery, RAG Architecture & AI Governance

- Designed end-to-end RAG pipeline (ingestion, chunking, embedding, vector store, LangChain) — 90% hallucination reduction, scaled to 1,000+ employees
- Built FastAPI serving layer for GenAI products — low-latency inference, analytics queries, and batch processing; improved service enablement by ~20%
- Instituted AI Governance Board with PII guardrails; ensured compliance with GDPR, EU AI Act, and 18 additional jurisdictional regulations
- Shipped AI-powered HR Org Chart (React.js + FastAPI) serving 200+ managers — org network analysis, succession planning, restructuring simulation

Leadership, Optimization & Continuous Improvement

- Led 14 FTE cross-functional Kaizen team across 6 countries — implemented Agile DataOps, improving retention by 15% and sprint velocity by 20%
- Deployed workforce optimization models: 15% cost reduction, 60% resource productivity increase, 6% utilization improvement
- Surfaced revenue blockers using SHAP values — enabled 3 targeted commercial interventions across Sales & Marketing, directly informing quarterly planning
- Co-developed competitive strategy with R&D using Porter's Five Forces — improved search ads execution across 3 regions (US, Canada, EU)

JPMorgan Chase

Jun 2019 – Mar 2022

Data Science Associate — Customer & Digital Analytics (Retail / Wealth Banking) — Mumbai, India

- Constructed RFM/propensity models for high-intent cohort targeting — drove +16% MoM growth in retirement account acquisitions
- Engineered Next-Best-Action routing engine for wealth advisors — improved weekly client interactions by +2.5% and reduced drop-off by -8%
- Launched enterprise A/B testing program with incrementality and uplift readouts — reduced customer acquisition cost by 12% through rigorous budget allocation
- Refined email campaign performance via matched-pair testing — delivered +3.5% marketing budget ROI uplift during trading feature launch
- Analyzed end-to-end digital journeys to pinpoint funnel friction — achieved +16% higher digital engagement
- Created trader lifecycle models (DAU/WAU/MAU) with BCG-style portfolio view — flagged 15% attrition risk during GameStop volatility (2021)

IMPACT AT A GLANCE

- +2.1% QoQ sales increase
- 90% hallucination reduction
- 99.9% pipeline reliability
- 75% FTE time reduction
- +16% MoM acquisition growth
- 13% revenue boost (Felmo)

REGULATORY EXPERTISE

GDPR (EU), UK DPA, BDSG, LGPD, CCPA/CPRA, PIPEDA, Privacy Act (AU/NZ), APPI, PIPL, EU AI Act

20 jurisdictions covered

PORTFOLIO

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Interactive portfolio with Professional, Gamified & Retro modes

INTERESTS

Data Visualization, Open Source, AI Ethics, Competitive Strategy, Cross-Cultural Leadership

EXPERIENCE (CONTINUED)

Felmo GmbH

Apr 2022 – Mar 2023

Customer Growth & Retention Lead — Berlin, Germany

- Drove **13%** revenue boost via RFM analysis and customer segmentation strategies for veterinary telehealth platform
- Established A/B testing infrastructure enabling systematic experimentation — reduced campaign iteration time from **3 weeks to 4 days**
- Mapped end-to-end customer journeys across **12** touchpoints, identifying **3** high-friction drop-off points that informed product roadmap priorities

Accenture | Mastek | TCS

2011 – 2019

Data Analytics & BI Roles — Progressive Growth — India / Global

- Advanced through **3 major consultancies** over 8+ years, building deep expertise in data analytics, business intelligence, and enterprise reporting
- Owned end-to-end analytics delivery for **10+** global clients across **BFSI, Healthcare, and Technology** verticals — reporting frameworks, ETL pipelines, and executive dashboards
- Progressed from individual contributor to team lead, managing cross-functional delivery across onshore/offshore models in **4 countries**

EDUCATION

Bachelor of Technology (B.Tech) — Mechanical Engineering

2007 – 2011

CGPA: **7.6 / 10**

CERTIFICATION

Advanced Certification in Data Science & AI

Feb 2022 – Sep 2022

IIT Madras — Centre for Outreach & Digital Education (CODE) | Intellipaat

Machine Learning, Deep Learning, NLP, Statistical Modeling, AI Applications, Python

KEY PROJECTS & DELIVERABLES

Global BI Transformation

+2.1% QoQ sales | 21 dashboards

Standardized KPIs across 20 countries; 53% daily active usage

Medallion Lakehouse Pipeline

MTTR <30m | MTTD <15m

Bronze/Silver/Gold architecture on Databricks; anomaly detection

GenAI Chatbot Ecosystem

98% hallucination reduction

RAG pipeline + FastAPI serving; scaled to 1,000+ employees

AI-Powered HR Org Chart

React.js + FastAPI

Org network analysis, succession planning, restructuring simulation

Segmentation & Next-Best-Action

+16% MoM | +2.5% interactions

RFM/propensity models + Next-Best-Action engine at JPMorgan Chase

Experimentation Platform

+3.5% ROI uplift

A/B + uplift + matched-pair testing for marketing optimization

Revenue Driver Analytics

SHAP-based analysis

Automated identification of revenue blockers and growth drivers

Retention & Churn Analytics

BCG portfolio view

Trader lifecycle models during GameStop volatility (2021)

LEADERSHIP & GOVERNANCE

- Executive engagement:** CEO, VP Marketing, Managing Directors, Sales Directors, Regional Sales Managers — aligned data roadmap with business objectives
- Operating model:** matrix execution with **3** direct / **4** indirect reports; partnered across Finance, HR, Sales, Marketing, and R&D
- Change management:** conducted workshops in Berlin, Dortmund, Rotterdam, Brussels, Warsaw, Milan, and Paris to drive adoption and stakeholder alignment
- Governance framework:** built KRI tracking dashboards, AI governance guardrails, and automated compliance monitoring across all operating markets