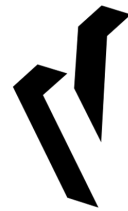


Vivek Menon

DATA LEADER · TECHNICAL FOUNDER · ADTECH INNOVATOR · FINANCIAL RESEARCHER

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Technical executive with 11+ years leading high performance data teams to exceptional industry outcomes. Proven track record across multiple verticals; specializing in data strategy, client relations, and risk mitigation. History of operational excellence representing enterprises, NGOs or startups across NA, APAC & MENA markets with a passion for pioneering AI, monetizing data, spearheading adtech & animal conservation.



Experience

InterPublic Group - Kinesso

Montreal, CA

SENIOR DIRECTOR, DATA STRATEGY

Jan 2020 - Present

Drove exponential growth for KAS (Kinesso Audience Solutions) Toronto, scaling revenue from \$77K to \$650K in 2021, doubling again to \$1.7MM in 2022, \$3.5MM in 2023 to over \$4.1MM in 4 years. Led and mentored a globally distributed team of 6+ to serve 30+ corporate clients leveraging innovative data strategies to enhance client ROI.

- Pioneered the commercialization of 3rd Party (3PD) & 1st Party (1PD) data products in Canada, facilitating global adoption of local data practices through operating revenue leadership & close partnerships with key IPG Media holding group entities, including Media Experts, Universal Media, McCann, & Initiative.
- Orchestrated high-impact global data partnerships, directly advising C-level executives on monetizing and architecting 5000+ live variables across 9 leading CA partners including Foursquare, Environics, Nielsen, Acxiom, Goldfish, Moneris, & Vividata - composed primarily of HEMs, MAIDs (IDFA, AAID), Cookies, prematched Survey panelists & other exotic data types accessible through Jupyter, Snowflake.
- Engineered 1000+ High Value Audiences (HVA) over 4 years, generating \$100K+ in monthly recurring revenue. Strategically led clients through a comprehensive managed service process, from ideation and deployment to legal compliance & invoicing, effectively optimizing multi-channel multi-audience targeting strategies for global clients like Amazon (Rufus Retail, Video), Rolls-Royce BMW, Nestle & Sony.
- Published 13+ case studies across 8+ verticals working with clients like Honda, Bayer, Unilever & Hersheys, working seamlessly with teams in New York Bogota, Montreal, Vancouver & Toronto simultaneously to yield significant ROI improvements, including a 4x new-to-brand RoAS, 1.5x CTR & 97% VCR in leading platforms like Google DV360, Tradedesk, Amazon Advertising, Meta & Tiktok.

Lake Finance

Toronto, CA

FOUNDER & CTO

May 2018 - Dec 2019

Exited Lake Finance, a blockchain fintech startup valued at \$1.6MM USD through university funding, government grants, & consultation revenue. Hired and scaled a versatile 11 person team across software, finance, marketing & design.

- Secured \$100K in seed funding at 6% equity (\$1.5MM) from University of Toronto's inaugural Creative Destruction Lab (CDL) Blockchain-AI (BcAI) 18/19 incubator.
- Wrote Hydra AI (*REINFORCE*); a proprietary portfolio selection engine via Python & Haskell that searches via price momenta & genetic algorithms to hunt for alpha in extreme volatility (black swan) events, converging in multi-threaded $\mathcal{O}(n \log n)$, benchmarked with paper trades & live capital.
- Launched Lake Trade, an open source fault-tolerant Decentralized Exchange (dEX) allowing Ethereum users to trade ERC-20 / ERC-721 assets using the 0x V2 Protocol - provided at cost & 0 fees for the Open-source community via a \$100K grant from 0x Team to continue development in Blockahin, Web3 / DeFi spaces.

Juniper Park / TBWA

Toronto, CA

STRATEGIC DATA SCIENTIST

Nov. 2016 - Apr 2018

Led the Toronto division of the TBWA Digital Arts Network (DAN) & href<https://www.mediaartslab.com/>Apple's Media Arts Lab (MAL) by providing multi-platform analytics, end-to-end data solutions, & bespoke measurement strategies.

- Engineered highly-available data pipelines across 3 zones in the TBWA Network to pitch & solve business problems on behalf of 10+ multinational clients, including NFL, Nissan, Pfizer & Apple.
- Oversaw the architecture of a \$2MM Adobe Marketing Cloud stack for Capital Group / American Funds, optimizing analytics via human teams & learning to convert investors & advisors associated with \$1.3+ Trillion AUM.

Education

University of British Columbia - Sauder School of Business

Vancouver, CA

B. COMMERCE, DOUBLE MAJOR IN FINANCE & MARKETING WITH A MINOR IN ECONOMICS

Specialized in financial engineering & marketing behavior; publishing work regarding self-similarity and multifractality of Bitcoin (*XBTUSD*, *XBTCAD*, *ETHCAD*) .

- Aug. 2024 **Stanford** School of Engineering - Machine Learning with Graphs
- Sep. 2022 **Google** GMP Reseller (*First Party Data Integration*, *Data Driven Attribution*, *Marketing AI*)
- Jul. 2021 **Meta** Marketing Science Professional, Media Planning Professional
- Sep. 2020 **Harvard** HBS Online - Certificate of Online Readiness (*CORe*)
- Aug. 2019 **Amazon** AWS Solutions Architect 2021 Associate
- Aug. 2019 **Amazon** AWS Developer 2021 Associate
- Aug. 2019 **Amazon** AWS SysOps Administrator 2021 Associate
- Jun. 2018 **MIT** Sloan Executive Education - Artificial Intelligence: Implications for Business Strategy
- Apr. 2018 **Udacity** Artificial Intelligence Nanodegree (*sudokuAI*, *salesmanAI*, *nqueenAI*, *asIAI*, *pacmanAI*, *touristAI*, *faceAI*, *voiceAI*)
- Apr. 2018 **Udacity** Web Development Nanodegree (*linuxServer*, *itemCatalog*, *logAnalysis*, *movieTrailers*, *neighbourhoodMap*)
- Sep. 2017 **Udacity** Deep Learning Nanodegree (*cnnDL*, *rnnDL*, *lstmDL*, *qLearningDL*, *ganDL*)
- Nov. 2014 **Google** GA Web Analytics
- Sep. 2013 **CSI** CSC Designation