



# Vivek Menon

DATA LEAD · FINANCIAL RESEARCHER · TECHNICAL DIRECTOR

Montreal, Canada

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## Summary

Technical director with over eight years of experience leading data teams and driving profitable business outcomes. Enthusiastic about applied artificial intelligence, building scalable architectures, and fostering cross-team collaboration. Raised in a variety of emerging markets and well-acquainted with getting my hands dirty solving problems. Casual interests include music production, options trading, functional programming, & cats.

### DATA

Python (**NumPy**, **Scikit-Learn**, **Pandas**, **Matplotlib**, **Seaborn**, **Keras**, **TensorFlow**, **Jupyter**, **PyTorch**), R (**tidyr**, **dplyr**, **ggplot2**), Julia (**IJulia**, **GladFly.jl**), Matlab, C (**llama.cpp**, **gperf**), Big Data (**PySpark**, **Hadoop**, **Redis**, **ETL**), SQL (**PostgreSQL**, **MySQL**, **CloudSQL**), NoSQL (**MongoDB**, **DynamoDB**, **DataStore**),

### DEVOPS

Google Cloud Platform (**Compute**, **Cloud Functions**, **Cloud Run**, **PubSub**, **BigQuery**), Amazon Web Services (**EC2**, **Aurora**, **Redshift**, **Lambda**, **S3**), Firebase (**Functions**, **Firestore**), Kubernetes (**Docker**, **Shopify**, **Wordpress**), Linux (**Debian**, **Ubuntu**, **NixOS**), Vagrant, CI/CD (**TDD**, **Jenkins**, **CircleCI**)

### DEVELOPMENT

Python (**Django**, **Flask**, **Requests**, **Coconut**, **Hy**), TypeScript (**NodeJS**, **Axios**, **Express**, **Lodash**, **Async.js**, **Request**, **PM2**, **Vue**, **REST/WebSocket API**), Haskell (**GHC**, **Stack**), Shell (**Bash**, **Zsh**), CSS (**Sass**, **Less**), Git, HTML, Clojure (**Aleph**, **Core.async**), LaTeX, Markdown, Microsoft Excel (**VBA**), Vimscrip, Elis

## Experience

### Kinesso

Toronto, CA

#### SENIOR DIRECTOR, DATA STRATEGY

Jan 2020 - Present

Drove exponential growth for KAS (Kinesso Audience Solutions) Toronto, increasing revenue from \$77K to \$650K in 2021, further doubling revenue to \$1.7MM in 2022, & achieving \$3.5MM in 2023, serving 30+ corporate clients, managing a team of 5+ FTEs distributed globally.

- Pioneered the development and commercialization of 3rd Party (3PD) and 1st Party (1PD) data products in Canada, significantly enhancing partnership value with key IPG Media holding group entities, including Media Experts, Universal Media, McCann among others.
- Created and deployed over 500 High Value Audiences (HVA) over 4 years, generating \$100K+ in monthly recurring revenue in adjoint media data spend; taking clients from ideation to deployment via SoWs, managed invoices, and specialized addendums for NA and APAC clients like Amazon (Rufus Retail, Video), LEGO Canada, Sony Canada (Pictures, Music) and others.
- Established 12 case studies from scratch with clients like EQ3 and Hershey's, deploying High Value Audiences (HVAs), in partnership with Nielsen, Acxiom & Matterkind, demonstrating significant ROI improvements, such as 4x new-to-brand RoAS, 1.5x CTR, 10% reductions in open market CPMs across platforms like Google DV360, Tradedesk, Amazon Advertising, & Meta
- Led a skunkworks team for crisis management during the Covid-19 response product to optimize ad outreach for clients post pandemic, including the Government of Canada; effectively reaching near 70% adoption across all clients.
- Beta tested the Closed Syndication Program with Tiktok to syndicate co-branded audiences for CA

### Lake Finance

Toronto, CA

#### FOUNDER & CTO

May 2018 - Dec 2019

Founded led Lake Finance, a blockchain fintech venture valued at \$1.6MM USD through strategic bootstrapping, securing grants, and consultation revenue. Constructed and scaled a versatile team, attracting top-tier talent and growing to 11 dedicated personnel across software, marketing & design.

- Secured \$100K at 6% equity (\$1.5MM valuation) from University of Toronto's inaugural Creative Destruction Lab (CDL) Blockchain-AI (BcAI) 18/19 incubator.
- Catalyzed the invite-only beta (\$120K over 200 users) of Lake Wealth, which provided AI-driven cryptocurrency portfolios hosted via cloud infrastructure (Google Cloud Compute, Datastore, CloudSQL) & leveraged a suite of asynchronous microservices to facilitate a passive non-custodial investment experience.
- Wrote Hydra AI (\*REINFORCE\*); a proprietary portfolio selection engine via Python and 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 and live capital.
- Developed 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; raised \$100K grant from 0x Team to continue development in the blockchain and DeFi space.

### Juniper Park/TBWA

Toronto, CA

#### STRATEGIC DATA SCIENTIST

Nov. 2016 - Apr 2018

Led the Toronto division of the global TBWA Digital Arts Network (DAN) and Apple's Media Arts Lab (MAL) by providing multi-platform analytics, end-to-end data solutions, & bespoke measurement strategies.

- Built highly-available & scalable data pipelines across 3 zones in the TBWA Network to pitch & solve business problems for 10+ multinational clients, including NFL, Nissan, Pfizer & Apple.
- Managed the architecture of a \$2MM Adobe Marketing Cloud stack for Capital Group / American Funds, optimizing analytics via human analysis and machine learning to convert investors & advisors and grow their \$1.3 Trillion AUM.
- Spearheaded an interdisciplinary team in partnership with TBWA/CHIAT/DAY, leveraging avant-garde AI packages like TensorFlow Magenta to pilot applications in creative content generation and potential future applications of AI in advertising and creative industries.

## Education

### Udacity

Mountain View, USA

#### NANODEGREE(S)

Member of some of the inaugural classes of the Nanodegree Program, as curated by Udacity, in partnership with IBM Watson, Amazon Alexa, Github, AT&T, OpenAI, & Google.

Apr. 2018 **Artificial Intelligence Nanodegree**, *sudokuAI, salesmanAI, nqueenAI, aslAI, pacmanAI, touristAI, faceAI, voiceAI*

Apr. 2018 **Web Development Nanodegree**, *linuxServer, itemCatalog, logAnalysis, movieTrailers, neighbourhoodMap*

Sep. 2017 **Deep Learning Nanodegree**, *introDL, cnnDL, rnnDL, lstmDL, qLearningDL, ganDL*

### Sauder School of Business - University of British Columbia

Vancouver, CA

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

Graduated with a double specialization and minor with emphasis on financial engineering, marketing behavior, and independent research into multi-fractal analysis.

## Research

### Hydra AI: The Evolutionary Diversification Mechanism

Toronto, CA

#### AUTHOR

May 2018

A proposed solution to the *Offline Cardinality Constrained Multi Period Selection Problem*, as described via a patent-pending multi-agent adversarial solution that merges evolutionary strategies with probabilistic AI.

### Bitcoin Pricing & Volatility: A Multifractal Analysis

Vancouver, CA

#### AUTHOR

Oct. 2013

Explored if cryptocurrencies exhibit fractal properties like over-dispersion, long memory and self-similarity, in partnership with the UBC Finance Department.

## Certifications

### BUSINESS

Sep. 2020 **CORE**, Harvard Business School Online

Cambridge, USA

Jun. 2018 **Artificial Intelligence: Implications for Business Strategy**, MIT Sloan Executive Education

Cambridge, USA

Nov. 2013 **Hootsuite Professional**, Hootsuite

Vancouver, CA

Sep. 2013 **Canadian Securities Course (CSC)**, Canadian Securities Institute

Toronto, CA

### TECHNOLOGY

Aug. 2019 **Solutions Architect Associate**, Amazon Web Services

Toronto, CA

Aug. 2019 **Developer Associate**, Amazon Web Services

Toronto, CA

Aug. 2019 **SysOps Administrator Associate**, Amazon Web Services

Toronto, CA

Nov. 2014 **Web Analytics**, Google

Toronto, CA

