



Vivek Menon

DATA LEAD · FINANCIAL RESEARCHER · TECHNICAL DIRECTOR

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Montreal, Canada

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, doubling again to \$1.7MM in 2022, \$3.5MM in 2023 and \$4.1MM on track for Q2 2024 serving 30+ corporate clients, managing a team of 6+ FTEs distributed globally.

- Pioneered the commercialization of 3rd Party (3PD) and 1st Party (1PD) data products in Canada, facilitating global adoption of CA data by key IPG Media holding group entities, including Media Experts, Universal Media, McCann among others.
- Orchestrated global data partnerships on behalf of C-level executives, monetizing an architecture of 5000+ live variables primarily composed of HEMs, MAIDs (IDFA, AAID, ..), Cookies, Survey 2PD, and other exotic data types through Jupyter, Snowflake with partners including Foursquare, Environics, Nielsen, Acxiom, Goldfish, Moneris, and Vividata.
- Created over 1000 High Value Audiences (HVA) over 4 years, generating more than \$100K+ in monthly recurring revenue in adjoint media data usage; taking clients via managed service through ideation, deployment, legal addendums and invoicing directly, in order for NA and APAC clients like Amazon (Rufus Retail, Video), LEGO Canada, Sony Canada (Pictures, Music) to reduce targeting wastage.
- Established 13+ case studies across 8+ verticals via clients like Nestle, BMW, & Hershey's, deploying HVAs and exploring advanced insights seamlessly with teams in New York, Bogota, Montreal, Vancouver and Toronto in real time, yielding significant ROI improvements such as 4x new-to-brand RoAS, 1.5x CTR & increased VCR across 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, and consultation revenue. Constructed and scaled a versatile 11 person team across software, finance, 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.
- 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.
- Provided 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) 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 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 and machine learning to convert investors & advisors associated with \$1.3+ Trillion AUM.

Education

Sauder School of Business - University of British Columbia

Vancouver, CA

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

Focusing on financial engineering, marketing behavior, and multi-fractal analysis of Bitcoin.

Sep. 2023 **Stanford School of Engineering**, Machine Learning with Graphs

Palo Alto, USA

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

Cambridge, USA

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

Toronto, CA

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

Toronto, CA

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

Toronto, CA

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

Cambridge, USA

Apr. 2018 **Udacity**, Artificial Intelligence Nanodegree (*sudokuAI, salesmanAI, nqueenAI, pacmanAI, touristAI, faceAI, voiceAI*)

Mountain View, USA

Apr. 2018 **Udacity**, Web Development Nanodegree (*linuxServer, itemCatalog, logAnalysis, neighbourhoodMap*)

Mountain View, USA

Sep. 2017 **Udacity**, Deep Learning Nanodegree (*cnnDL, rnnDL, lstmDL, qLearningDL, ganDL*)

Mountain View, USA

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

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