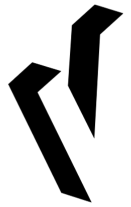


Vivek Menon

DATA LEADER · TECHNICAL FOUNDER · ADTECH INNOVATOR · FINANCIAL RESEARCHER

✉ vvkmmn@gmail.com | 🏠 vvkmmn.xyz | 📧 vvkmmn | 🌐 vvkmmn | 📷 vvkmmn



Technical executive with 11+ years leading high performance data teams to industry leading 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

IPG 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 *O(nlogn)*, 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

Sauder School of Business - University of British Columbia

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*, *asAI*, *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