



Annurag Shyaamal

Technology Strategy| Digital Transformation| Big Data | Cloud | Artificial Intelligence

“Accelerating Organizational Growth through adoption of Next Generation Advanced Technologies”

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CORE COMPETENCIES



PROFILE SUMMARY

- **Technology Leader** with over **twenty years of IT and Business experience in Digital Transformation, Organization Development, Business Analytics, Market Insights, Enterprise Business and IT Strategy, Technology Management and Software Development**
- Played key roles in setting up and leading best in class **digital teams – Cloud, Big Data, DevOps, Enterprise, and Advanced Analytics - AI and Machine Learning teams across multiple geographies**
- Formulated **strategic IT transformation plans** and implemented target operating models to enable new businesses at lower costs with streamlined operations
- Proficient in **Strategic Planning, Solution Design, Industry 4.0, Data Strategy, Service Management, P&L Management, Cloud Economics, Data Engineering, Data Mesh, Data Lake, IOT, Predictive Analytics, Customer Genomics, Business Insights, Design Thinking, Disruptive Innovation, Agile Software Development, Customer Success**
- **Technology advocate** to customers, stakeholders and key decision makers driving analytics and data driven actions leveraging digital transformation to address business challenges and enabling growth
- Proven leader with a pragmatic style of working; recognized for bringing rapid transformation through efficient use of **people, process, and technology**
- Leading culturally diverse Global IT teams across multiple technologies

KEY INDUSTRY EXPERIENCE

- Retail, Manufacturing & Utilities
- Banking, Financial Services, Private Equity
- Technology, Telco & Media
- Energy & Natural Resources
- Healthcare

CERTIFICATIONS

- TOGAF 9
- Teradata
- Six Sigma Green Belt, ITIL

TRAININGS

- Apache NiFi Flow Management
- AWS Cloud Practitioner Essentials
- Data Science, Deep Learning & Machine Learning
- CMMI, PMI, Agile & Scrum Methodology

RECOGNITIONS

- “Pitcher Award” at AB INBEV (2021)
- “Extra Miler” at EY (2019)
- “WOW – Customer Experience” at Sears (2017)
- “Entrepreneur within Organization” Skyrocket (2016)
- “Star of the Year” at Oracle (2012)
- “Lead by example” at Wipro (2014)
- “Young Leader Award” at TCS (2010)

KEY TECHNICAL SKILLS, YEARS OF EXPERIENCE

Cloud Transformation 10 years

AWS, Azure, GCP, Cloud Security & Forensics, Data Lake, Data Fabric, Data Mesh

Data Science, AI/ML 9 years

Python, R, Weka, Lex, OpenCV, TensorFlow, SageMaker, Azure ML, Vertex AI, Databricks

Hadoop Distribution Platforms 10 years

Azure HDInsight, Hortonworks, Cloudera, AWS EMR, Google Dataproc

Big Data 12 years

Design, Architecture, Data Management, Data Engineering, Governance & Analytics

Business Intelligence Solutions 20 years

Alteryx, RapidMiner, Power BI, Tableau, SAS, Oracle Analytics Cloud, Timbr.ai

BUSINESS ACUMEN



WORK EXPERIENCE OVERVIEW

AB INBEV, Bengaluru
Global Director (Data Engineering and Analytics)

Aug' 20 – Till date

Key Result Areas:

- Leading and transforming the team to a **product driven** organization that delivers world class professional services, democratizing all data analytics needs of ABI
- Built a culture of **Engage, Enable and Evolve** for the team to address their work challenges, provide a support system, accelerate their career growth with right mentorship focused on results driven and ownership mindset
- Endeavor to develop the solutions team as the COE for all Analytics needs of the company – **Descriptive, Predictive, Prescriptive** with a customer focused approach building in house reusable solutions for multiple businesses with key focus on **Consumer Segmentation, Product Lifecycle Analytics, Marketing Analytics, Supply Chain Analytics**
- Enabling early adoption of Data Platform capabilities at scale – **Data Engineering, Data Management, Analytics Sandbox, DevSecOps, Data Portal and Data Governance** across multiple ABI Regions & Businesses
- Enabling **ServiceOps** to run as an enabler of one source of truth for data availability and service quality for all business communities focused on continuous improvement and operational excellence
- Leading the multi-year strategic partnerships with **Microsoft, Accenture, Erwin, and Bain** to accelerate ABI's journey of transforming our businesses through **Digital, Data & Technology**
- Spear-headed and owned strategic discussions for **Technology Roadmap, Product Engineering, Architecture Design, Data Lake Modernization**, Best Practices, and ways of working for multiple technology teams across geographies
- Trusted to lead the new **Global Data Catalog Assessment** process that strengthens ABI's technology transformation towards a more scalable, performant, and cost-effective solution for our existing and future needs – **Data Mesh, Centralized Data Governance, Data Security**

Highlights:

- **\$30M** revenue growth in FY21-22 by creating business opportunities - Leverage Data Platform capabilities, increase value creation through right technology solutions – **Cloud Transformation, Data Modernization, ServiceOps Excellence, Data Mesh, Enterprise Scale Analytics, MLOps, AI Factory & Data Management best practices**
- **21% y/y cost efficiency** achieved through focused programs driving optimization in tech stack selections focused on **Hyperscaler Infrastructures**
- Playing a pivotal role of the **India Site Lead** – **continuous employee engagement, enablement, trainings, welfare, recruitment, recreation, demonstration of ABI values, diversity & inclusion**
- Instrumental in increasing the **Digital Literacy** with a **monthly growth** from **25 to 5000+** unique users (**Analytics Sandbox Adoption**)

Ernst & Young, Bengaluru
Director (Digital, Data and Technology)

Jan'19 – Aug' 20

Reason for Leaving: Career growth, opportunity for bigger role

Key Result Areas:

- Ensuring the successful delivery of **big data solutions and defining solution architecture, data strategy, principles, vision, and standards; providing advisory services around the data frameworks, governance, and quality**
- Steering the large-scale design, implementation & operations of:
 - o **OLTP, OLAP, DW, NoSQL & Graph**
 - o **Data Storage Technologies** such as Apache Hadoop, HDFS, Hive, HBase, Accumulo, PostgreSQL, Azure SQL Data Warehouse, CosmosDB, Azure Data Lake Store
- Design & configuration of data patterns, data movement pipelines, streaming and transformation (ETL) technologies such as **HDP, HDF, Sqoop, NiFi, Kafka, Storm, Spark, Azure Data Factory** on a **Multi & Hybrid Cloud Infrastructure**
- Ensuring enablement of data reuse & enrichment through Data Catalog/Marketplace, Organization Intelligence, Metadata, Lineage, Search, Security & Governance Technologies such as **Data Steward Studio (DSS), Atlas, Ranger, Neo4J and Solr**
- Executing Multi-system data integration using industry standards such as **REST APIs & iPaaS** technologies including **NiFi Processors, Knox, DataPlane, Alteryx and Dell Boomi**
- Devising **descriptive, predictive & prescriptive analytics** solutions using **Data Analytics Studio, Azure HDInsight, Spark, Azure Machine Learning Studio, Azure Databricks, Hive and Tez**
- Driving **Advanced Querying & Visualization** using technologies such as **Apache Druid, Apache Presto, PowerBI, Zeppelin, Tableau and D3**

Highlights:

- Actively consulted for **complex design decisions & solutioning** to deliver better data driven results for various **Data Management, Product Engineering and Cloud Transformation** initiatives
- Played a key role in **Strategic & Technology roadmap decisions** with multiple stakeholders and customers
- Set up multiple Data Analytics teams in India, UK, Argentina, and US (**Team Size – 150+; 70% FTE**)

Sears Holdings India, Bengaluru
Senior Manager (Data Engineering and Advanced Analytics)

Jun'16 - Sep'18

Reason for Leaving: Sears filed up bankruptcy wound up Bangalore operations

- **Global Lead** for Sears SYW (Shop Your Way) Analytics – Predictive, Prescriptive and Descriptive Analytics
- Design & Deployment of machine learning algorithms (**Python Scikit, R**), **data modelling and data mining techniques**
- Played a key role in LTV and better inventory management (**Business Impact estimated at positive \$10M**)

- Conceptualized **innovative product improvement ideas** to enhance SYW Member experience, loyalty, and retention
- Piloted key initiatives, to name a few:
 - o **Dynamic Pricing Model** across various product categories & channels [**Revenue growth by 12% yearly**]
 - o **Migration from Teradata to Cloud** (AWS & GCP) [**Cost Reduction by 30% yearly**]
- Achieving significant reduction in outsourced Analytics Projects by cancelling third party contracts and absorbing internally within Sears [**Net Cost Reduction at approximately \$5M/year**]

SkyRocket Software, Bengaluru

Vice President (Data and Technology)

Jul'15 - Jun'16

Reason for Leaving: Start up did not get Round 2 funding so stalled

- Devised **Big Data & Data Driven Analytics roadmap** aligning with the overall business goals & strategies
- Architected & deployed **Hortonworks Data Platform on AWS**
- Conducted **Customer Sentiment Analytics – Naïve Bayes Model**
- Designed & implemented recommendation engines – **Content & Bayesian Network Model**
- Steered **Global Analytics & Product Teams** for execution and delivery in ongoing & ad-hoc analyses, data synthesis, business insights, modelling, and strategic consulting

EMC Corporation, Bengaluru

Senior Consulting Manager (Big Data Management and Analytics)

Oct'14 - Jul'15

Reason for Leaving: Start up craze in India, wanted to join one!

- Pivotal in implementing **Churn & Propensity Models** for major telecom players
- Piloted **IOT Smart City project** for a large Middle East Customer
- Contributed to **structuring EMC Data Lake roadmap** and solution spanning across multiple geos

Wipro Technologies, Bengaluru

Senior Consulting Manager (Analytics & Information Management)

May'13 - Oct'14

Reason for Leaving: Project moved to Chennai requiring relocation

Key Customers worked for: British Telecom, COLT, AT&T, Sky, BBC, ITV, SONY, Lloyds, eBay, and Walt Disney

- Implemented **Credit Risk Models** for banking & **Viewership Sentiment Analytics** for Broadcasting & Media Clients
- Recognized for **solution implementation** of Big Data projects & creation of SOPs for delivery execution
- Played a key role in **transforming GTM strategies** that resulted in winning million-dollar contracts

Oracle Corporation, Bengaluru

Senior Consultant (Enterprise BI, Cloud & Data Analytics)

May'11 – May'13

Reason for Leaving: Career growth

Key Customers worked for: Verizon, Target Corporation, Herbal Life, Walgreens, Walmart, and Citibank

- Developed **Analytics Solutions** using Oracle BI stack of products like Oracle Big Data, Exadata, OBIA & OBIEE
- Formulated **product campaigns** and managed **R&D, market research** for enhancements & new product launch
- **Enhanced Oracle market share** in US through cross-sell & upsell to existing clients [**Revenue growth at \$10M/year**]

Tata Consultancy Services, Mumbai, USA, UK

Senior Consultant (Large Scale BI and Analytics Projects)

Sep'02 – May'11

Reason for Leaving: Converted to permanent onsite and was not keen on Green card

Key Customers worked for: GE, BestBuy, British Petroleum, ABN AMRO, Caravan Club, Cummins, and TYCO

- Implemented **Multiple large-scale Analytics Projects** using Agile, Teradata, Informatica & Business Objects, Six Sigma DMAIC and various **BI Factory Projects**; played a key role in augmenting **revenue share in existing projects by \$3.5M**
- Contributed as **TCS SME and Trainer** for **Creating Young Leaders** in 2010, **Six Sigma** in 2005, and **Teradata** in 2004

TOOLS & TECHNOLOGIES

Generative AI, LLMs, Azure Synapse, ADF, Databricks, Azure ML, AI Factory, Enterprise Scale Analytics, Augmented Analytics, Azure Cognitive Services, Full Stack, Python, Datadog, Apache Airflow, Beam, Flink, Cloudera Data Platform, Apache Hadoop, Redshift, BigQuery, Exadata, Teradata, Cassandra, DynamoDB, Redis, Memcached, MongoDB, CouchDB, Neo4j, Neural Networks, PyTorch, Apache Mahout, Elasticsearch, AWS Glue, AWS Kinesis, AWS Lambda, AWS IOT, DevSecOps, CI/CD, GitHub, Jenkins, Terraform, Ansible, Microservices, Docker, Azure Kubernetes Service, AWS CloudFormation, IAM, SAML, OAuth, LDAP, Kerberos, Splunk, Azure Security Center, Azure Sentinel, Azure Defender, AWS GuardDuty, Snyk, Snowflake, Autopsy, Erwin DI, AWS RDS, Talend, Informatica MDM, Segment, Salesforce, Google Analytics, Adobe Analytics, ServiceNow, SAS, Java, Power BI, AWS QuickSight, Data Masking, Data Encryption, Drools BRE, JIRA, Azure DevOps

EDUCATION

2023	Certificate Program in Leading Digital Transformation from IIM Bangalore and FAU Germany
2014	Master of Business Administration (MBA) from IIM Lucknow
2002	Post Graduate Diploma in Advanced IT from IIIT Pune
2001	B.Tech. (Computer Engineering) from Dr. Babasaheb Ambedkar Technological University

PERSONAL DETAILS

Current Location: Bengaluru, India (**Open to Relocation**)

Personal Interests: Support LGBTQ+ and D&I initiatives, Child welfare, Playing & watching sports, Water adventure