www.linkedin.com/in/srujana-kaddevarmuth-37a32b18 (LinkedIn)
srujanakktrip.blogspot.com/ (Blog)
bai-iimb.org/class-of-2011 (Portfolio)
www.bangaloretoastmasters.org.in/comi.html (Portfolio)

## Top Skills

Business Analytics

Machine Learning

Leadership

## Certifications

Project Management Professional

## Honors-Awards

Lead SMS

Invited as Speaker and Session chair at BAI international conference-Dec 2015

Spot Award for delevering Excellence at HP Global Analytics

Invited as a Speaker at Unicom Conference - Feb 2015

Invited as a Speaker at Grace Hopper Conference - Nov 2014

## Publications

Building a high performance Big Data Analytics organization, INFORMS

Science of Social Influence - HP Brandclout, Harvard Publication

Era of Quality at the Akshaya Patra Foundation, Harvard Publication

Democratization of analytics: New frontier of data economy, INFORMS

## Patents

Systems and methods for categorization of ingested database entries to determine topic frequency

# Srujana Kaddevarmuth

Building Next Gen Data & Machine Learning Enterprises, Futurist, Speaker (Top Voice in AI)
San Francisco Bay Area

## Summary

Srujana brings subject matter expertise in driving business value through data strategy and productizing AI with more than 15 years' experience with a focus on developing scalable data products with a global reach.
Srujana is highly regarded for her expertise Developing and deploying Artificial Intelligence (AI) products  marketing  and Customer Domain. Excels at developing commercial grade data products  for achieving organization digital identity vision through Customer 360 initiatives. Drive development of data science products focused on  Marketing (Market mix modeling, brand equity, multi-channel attribution, price elasticity, campaign effectiveness)and customer  domains(customer churn, customer lifetime value, customer segmentation, and personalization) using Applied Intelligence (AI) techniques of Machine Learning (ML) and deep learning. She brings expertise in  AI powered recommender systems. Developed and deployed AI Powered System for Site Asset Management through Page-Curation, Life-Cycle Optimization & Ranking solutions to drive business value

She has industry experience in hardware IoT products, enterprise solutions, consulting, eCommerce, CPG, and retail.
Srujana has a proven capacity to clearly and effectively communicate to audiences from a variety of cultural, educational, and economic backgrounds.  She excels at Technical Program Management (TPM).
Srujana has held positions with Walmart, Accenture and Hewlett Packard all in data  & AI leadership capacities.
She has had numerous articles published in The Harvard Review and Analytics India magazine, among others.
With a winning personality and approachable manner, Srujana is well-regarded for serving as a champion for teamwork and collaboration.

METHODS AND APPARATUS
FOR KEYWORD SEARCH TERM
RECOMMENDATIONS FOR
TAXONOMY ENRICHMENT

SYSTEMS AND METHODS
FOR GENERATING
RECOMMENDATIONS

She earned her Doctoral Program ( Data & AI Innovations), Master of Business Administration degree in Operational Research & Marketing, an internationally certified project management professional, an Executive graduation in Analytics Strategy Management from Harvard University, and completed the Executive Program for Women Leaders at Stanford University.

---

## Experience

**Walmart**
Senior Director  Data & Machine Learning  Center Of Excellence
May 2021 - Present (2 years)
San Francisco Bay Area

Accelerating delivery of value through development of large scale data platforms and artificial intelligence technology products, and focusing on architecting effective data solutions to drive both internal and external value while enabling data democratization goals. Driving the growth of the organization through productizing AI. Responsible for building next generation holistic customer 360 data products to drive enterprise value in the Customer Science space for Walmart. Building innovative commercial grade products using novel technologies of sematic models, Natural Language processing (BERT/Transformer models & architecture), Computer Vision, Entity & Image extraction through OCR technologies to create differentiation for Walmart in retail sector focused on Search & Personalization. Driving Walmart's customer journey through building and deploying best in class machine learning engineering and data products and helping the organization move up the AI value chain. Leading a portfolio of development of digital identity journey through creation a Customer Data Lake, creating one unified version of truth and building intelligence to democratize the data science solutions to revolutionize and improve customer journeys across Walmart US and International. In the span of 2.5 years helped the organization generate incremental revenue of $1.3B through end-to-end deployment customer 360 data vision.

Fostering innovation through development of  data platforms to build recommendation systems, conversational platforms at scale using techniques of Natural Language Understanding (NLU), Computer Vision (CV), Deep learning, Reinforcement Learning and Augmented Reality (AR).

Responsible for providing thought leadership to develop and deploy commercial grade data products to drive tangible business impact and innovation.

## United Nations Association of the USA, San Francisco Chapter
Member Board Of Directors
June 2020 - Present (2 years 11 months)
San Francisco Bay Area

Responsible for exploring the avenues of applications of big data and data science to achieve United Nations Global Sustainable Development Goals.

## Walmart Global Tech
Director of Artificial Intelligence
June 2019 - May 2021 (2 years)

Technical Program Management (TPM) of Data platforms for development and deployment of commercial grade AI products to drive business value to the organization. She leads the development and deployment of Data Products to drive Artificial Intelligence (AI) solutions to solve business problems across the strategic focus areas of the organization leading to billions of dollars of incremental revenue to the organization. In addition to value creation, she leads charter on additional portfolios of platform data science and data ventures.

She is driving business impact through key initiatives of taxonomy enrichment for Walmart Online grocery business, returns decision models for omni channel returns reduction, enhancing positive customer experience through site merchant initiatives. She technically coaches the team to build innovative Artificial Intelligence solutions leveraging LSTM's, supervised Machine Learning (ML) algorithms like Support vector machine and structural equation models. She led the development and deployment of AI Powered System for Site Asset Management through Page-Curation, Life-Cycle Optimization & Ranking across several categories of Walmart e-commerce business.

Technical Program Management (TPM) of voice of customer surveys through development of Customer Experience Artificial Intelligence (CX AI Suite) product suite that offers range of natural language processing capabilities to process surveys across international markets of Canada, CAM, Mexico, Brazil, China & Africa.

She leads the Data & AI portfolio for data ventures. Leading the development and deployment of commercial grade data and AI modules across the three products of Luminate namely Customer Perception, Channel Performance & Shopper Insights.

## Accenture

3 years 8 months

### Senior Manager Data Science & Artificial Intelligence
January 2017 - May 2019 (2 years 5 months)
San Francisco Bay Area

Led Technical Program Management (TPM) of Data & Analytics Innovation projects for North America Region as a part of Data Center of Excellence of Accenture Management Consulting at Silicon Valley. Drove analytics innovation projects in marketing and customer analytics in collaboration with Tech Labs and academic leaders namely Stanford and CMU.

### Manager Data & Artificial Intelligence
October 2015 - December 2016 (1 year 3 months)
Bangalore India

Led five teams of data scientists to implement data and analytics solutions for US and European clients. Directed end-to-end analytics solutioning of Market Mix Modelling (MMM), analysis of
interaction effects of marketing drivers, Multi-Channel Attribution (MCA) and synergy testing leading to sales uplift of 13%.

## Hewlett-Packard

4 years 10 months

### Manager Data & Machine Learning
August 2013 - October 2015 (2 years 3 months)
Bengaluru Area, India

Technical Program Management (TPM) of an eight-person corporate marketing analytics team as a part of big data Center of Excellence(COE) at HP Global analytics, overseeing a $3.2 M budget.

• Led HP social media engagement model for marketing spend optimization and achieved the business impact of $8M through this project.
• Managed the design and deployment of customer churn models, achieving $3.8M business impact in one year through targeted campaigns.

### Manager Data Science & Machine Learning
January 2011 - July 2013 (2 years 7 months)
Bangalore

Technical Program Management (TPM) of Data & Analytics assets for campaign management. Customer analysis models to analyze mega campaigns (e.g. back to school) of HP personal systems.

• Designed and deployed customer lifetime value analysis using machine learning algorithms of Classification and Regression Trees (CART) to help build targeted promotion for cross-sell and upsell, resulting in the business impact of $5M.
• Designed and deployed solutions framework for warranty fraud detection using a machine learning Naïve-Bayes classifier algorithm and predicted potential fraudulent claims with 82% accuracy generating a business impact of $9.2M.

TERI - The Energy and Resources Institute
Research Associate
September 2006 - August 2008 (2 years)

Led trend analysis of biofuel marketing performance. Performed biofuel market demand supply prediction through key marketing KPI analysis.

---

## Education

Stanford University
Executive Program for Women Leaders, Analytics Leadership

Purdue University - The Graduate School
Doctor of Technology , Artificial Intelligence  Technology Innovation

Harvard University
Executive Graduate Program, Analytics Strategy Management

Indian Institute of Management, Bangalore
Executive post graduate program in Business Analytics, "Buisness Intelligence and Advanced Analytics"

Alliance University
MBA, Marketing and Operational Research