**SAURABH KAPOOR**

**PROFESSIONAL SUMMARY:**

Saurabh is a Director with KPMG, Digital and Innovation practice leading the Data & Analytics team. He has assisted organizations to develop their aspirations and capabilities around leveraging data to generate competitive advantage. Prior to joining KPMG, he has worked at global companies such as Emaar, PayPal, CapitalOne and IBM to lead their Data, Analytics, and Insights team. He was responsible for formulating data and technology strategy to design & deliver customer centric digital disruption platform and generate insights from data. He maintains a strategic focus – identifying ways to drive performance and substantial growth through innovation and data. He’s passionate about taking a product view on data science and artificial intelligence. He is experienced in building, inspiring and mentoring highly talented teams.

**KEY COMPETENCIES:**

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| • **Data Driven Decision Making** | | • | **Business Intelligence** | • **Analytics & Data Science** | |
| • | **Data Strategy and Management** | • | **Digital Marketing analytics** | • | **AI/IOT Strategy** |
| • | **Digital Transformation** | • | **Complex Program delivery** | • | **CRM Analytics** |
| **PROFESSIONAL EXPERIENCE:** | |  |  |  |  |
| **KPMG, Dubai, UAE** | |  | **Director, Data & Analytics** |  | **Sept 2019 – Current** |

Saurabh has led consulting and implementation projects across digital transformation, data strategy, data platform, customer insights, Executive reporting, digital marketing and advanced analytics projects across Retail, Banking, Financial institutions & Govt. entities

* Data Strategy and Management: Help clients with assessment of the data maturity across different data domains and crafted the roadmap to set-up and launch Data management practice to ensure that data is managed as a strategic asset
* Assessed data maturity and implemented best-in class **Data Governance framework for a bank** in UAE
* Provided data governance framework to improve **data quality & monetize data for the credit bureau** in UAE
* Data Platform: Advise the clients on the best fit data platform and technology requirements based on the client need, from traditional on-premise data warehouses to cloud based big data platforms or a hybrid architecture
* Set up Business intelligence center and developed **big data platform to consolidate city data** for the Urban planning department in Abu Dhabi
* Analytics and Reporting: Develop unified BI & analytical solution with best in class features like Self BI, drill though, forecasting, voice enabled access, data mining, geospatial visualization, etc. using the BI tools preferred by the clients
* Developed reporting platform for Financial planning, portfolio management and business performance with

Q&A capabilities and voice activated dashboards, for the **largest investment company in UAE**

* Implemented strategic reporting platform for top management for the healthcare department in UAE
* Artificial Intelligence and Machine learning capabilities: Assist client to develop analytics roadmap, build the advanced analytics capabilities to enable decisions & actions through Predictive Modeling, Optimization Modeling, ML & AI
  + Developed and **launched various high-impact Data Science Use cases** to support Abu Dhabi data management program in UAE public sector, unlocking the full potential of the ADGE’s vast data pool resources
  + Provided a roadmap to **set-up Advanced analytics capability for largest Food retail** organization in UAE o Audit for analytics set-up and algorithm evaluation for one of the **largest consumer banks** in UAE

**Emaar, Dubai- UAE Group Digital Director – Data & Insights Apr 2016 –Aug 2019**

Head of Data, BI and analytics, Reporting to the Group CIO. Responsible for group level data strategy, data platform and set-up of advanced analytics. **Formulated strategy for data and digital transformation to drive personalization,** **customer 360 view, user experience, customer insight, loyalty program, social/digital marketing and omni channel customer experience** across the malls, retails, hospitality, development and real estate business

* Transforming the traditional data management set-up to the modern data lake with big-data capability for data automation, data quality, secured data access, faster data provisioning and support BI/data science use cases
* Developing the data/analytics roadmap and the framework for group level business intelligence and reporting
* Mapping the customer touchpoints and unifying 100+ fragmented data sources to enable 360-degree view of customer, driving delivery of consistent omni channel user experience and campaign across all group digital and physical assets
* Leading digital marketing analytics and data driven business performance; streamlining marketing automation, drive personalization, Sales conversion funnel and customer insights

Achievements:

* Developed and launched big data driven product using Wi-Fi data to generate insights in the Malls division (for 30 mn visitors); Created a marketing communications platform for key retail clients providing $10 Million of added value
* Set up DMP to combine CRM customer data, website behavioral data, media campaign delivery, performance data, mobile and app behavioral data, reducing digital marketing costs and increasing lead conversion
* Established the pipeline for marketing automation enabling personalization; Created market-mix model for sales attribution across digital and offline channels
* Launched MEA region’s first ever data-driven unlimited movie pass; increasing customer acquisition rate +20%
* Reformed CRM to drive first segmented, personalized campaigns across group, massively improving outcomes (open rates by 100%, click through rates by 300% and lead generation rate by 300%)
* Executing a micro-targeted customer engagement strategy for delivering highly focused and personalized data driven content and offers to Group Loyalty program customers
* Set up web analytics and governance across all Emaar digital assets enabling performance tracking

**PayPal, Bangalore - INDIA Senior Product manager Nov 2014 – Mar 2016**

Built capabilities across 3 agile teams: **Loyalty, Rewards, and Data Platform**

* Partnering with cross-functional teams across the group globally for product and service launch activities:
* Launched B2B2C merchant campaign; growing purchase value by $10M, user engagement by 25%
* Launched punched card & cash-back campaigns increasing consumer loyalty & engagement by 15%
* Directed customer experience integration for peer to peer Social payments via Skype
* Created a data platform focused on Loyalty for payments to support data-driven product for better customer experience
* Developed a rewards template library; reducing the go-to market time for a new campaign by up to 90%
* Worked on an innovation project for Facebook to deliver an integrated Payment OS gateway and drive PayPal online commerce business model acceptance

**CapitalOne, Bangalore (India)/Richmond (USA) General Manager – Analytics Mar 2012 – Oct 2014**

Managed a team of 7 analysts offering Risk and Strategic Initiatives in Branded and partnership card portfolio, developing customer segmentation, behavior, delinquency and retention models.

* Led credit economic capital team to project manage customization and implementation of a strategic Risk Frontier platform; reduction of >$100Million in Credit economic capital
* Precisely analyzed drop rates over web page flows; improving conversion rate for Financial services by 12%
* Seamlessly integrated data sources from CapitalOne and HSBC following HSBC card portfolio takeover
* Defined performance management & financial reporting for the newly acquired complete US partnership business
* Spearheaded CRM initiative to measure and report quality; driving customer satisfaction metrics by 10%

**IBM Global , Bangalore - INDIA Manager – Research and Analytics May 2010 – Mar 2012**

Provided proactive, engaged leadership to multi-disciplined teams on key business projects increasing revenue, enhancing business efficiency, sales and improving customer experience for prestigious global clients.

* Communicated with clients to determine project requirements; analyzing drivers impacting key metrics and outcomes
* Harnessed social network analysis on a project identifying influencer customers for a UK Telecom giant
* Advised on both quick win and long-term propositions leading to churn reduction of 6% within a year
* Launched customer cross-selling campaigns; generating additional revenue of RMB 3Million

**HealthCare InfoXchange, INDIA** **Project Manager** **Jul 2009 – Apr 2010**

* Developed market entry strategy for the company by conducting extensive analysis and research
* Conducted gap analysis for Healthcare sector to understand the prevalent issues & effectiveness of Govt led schemes

**Sumtotal Systems, INDIA** **Senior Software Engineer** **Jul 2006 - May 2007**

* Developed an Enterprise suite for talent, knowledge management across the employee lifecycle
* Received the top appraisal in the company; Awarded company re-joining offer for outstanding performance

**Infosys, Pune - INDIA** **Software Engineer** **Jul 2005 – Jun 2006**

* Project Lead for the British Telecom project. Led and managed a team of 3
* Conceptualized & implemented in-house tool for Knowledge Management. Savings worth $15000/ annum

**QUALIFICATIONS:**

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| **MBA/PGDM** (Finance, Strategy) IIM Lucknow | 2009 |
| **B. Tech** (Material science) IIT Kanpur | 2005 |
| **NCERT** National Talent Search exam scholar (top 500 in 200000 students) | 1998 |