

# JUGAL SHETH

Senior Manager, AI Solutions — LLM Product Leadership — Data Analytics Strategy

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## Professional Summary

Strategic AI Solutions leader with 7+ years of experience driving enterprise-scale AI analytics products and LLM-powered platforms across media, entertainment, and technology sectors. Proven track record leading cross-functional product teams to develop and deploy AI agents, RAG architectures, and GenAI-driven analytics solutions that democratize data access and enable data-driven decision-making at scale. Deep expertise in AWS, Snowflake, Tableau, and modern ML platforms combined with exceptional stakeholder management skills to translate complex business requirements into scalable AI product roadmaps. Specialized in building self-service AI analytics tools, conversational agents, and real-time insights platforms that empower enterprise teams and drive operational efficiency across 600+ user organizations.

## Professional Experience

### VaynerX

Senior Data Engineer

Oct 2025 – Present

New York, NY

- Leading AI-driven analytics product strategy and roadmap development for emerging CRM SaaS platform, translating cross-functional stakeholder requirements from Product, Engineering, and Business teams into 50+ scalable Snowflake data products serving 600+ enterprise users across multiple business units
- Defining and executing strategic vision for core analytics infrastructure and self-service capabilities, establishing data governance frameworks, standardized KPI definitions, and product integration strategies that enable data democratization and empower non-technical stakeholders to access actionable insights
- Driving team leadership initiatives by mentoring product owners and specialists on analytics best practices, overseeing product deliverables, and championing Agile methodologies to accelerate time-to-market for business-critical analytics features supporting go-to-market strategy

### VaynerX

Data Engineer

Dec 2023 – Oct 2025

New York, NY

- Delivered 40% reduction in data pipeline cycle time and immediate compute cost savings by architecting and optimizing ETL/ELT workflows through strategic query tuning, schema redesign, and performance optimization across AWS and Snowflake infrastructure, accelerating product velocity and enabling real-time analytics capabilities
- Established comprehensive data contract frameworks and governed standardized financial KPI definitions feeding 15 executive Power BI dashboards, reducing quarterly forecasting variance by 12% and enabling strategic planning across leadership while demonstrating expertise in translating business requirements into technical specifications
- Led implementation of consistent analytics reporting framework and mentored 2 junior analysts, enabling development of 3 new product features and improving customer acquisition performance by 25% through self-service analytics capabilities that empowered Product and Data Science teams to make data-driven decisions independently

### VaynerMedia

Data Analyst

Oct 2021 – Dec 2023

New York, NY

- Partnered with Growth, Marketing, and Product stakeholders to design and evaluate A/B testing frameworks supporting \$2M+ in data-driven budget allocation decisions, delivering actionable insights on campaign effectiveness, marketing ROI, and experimentation methodologies that informed strategic investments
- Developed and maintained Marketing Performance dashboards in Tableau covering 10+ key campaigns with granular ROAS and CPA metrics, optimizing media spend efficiency by 18% and demonstrating ability to create analyses that tell compelling data stories focused on business insights
- Designed standardized metric layer and reporting workflows for business strategy organization, establishing consistent calculation methodologies and comprehensive documentation that enhanced cross-project discoverability, data trust, and stakeholder confidence in analytics capabilities

### Optima Global (Client: The Hanover Insurance Group)

Claims Data Analyst

Jun 2021 – Oct 2021

Remote

- Achieved 60% reduction in fraud detection reporting latency by streamlining analytics workflows through implementation of deep-dive SQL solutions and strategic query optimization on PostgreSQL infrastructure, enabling faster identification of suspicious claims and reduced loss exposure
- Designed and delivered Power BI Project Management reports tracking claims processing pipeline efficiency, resource utilization, and SLA adherence, reducing average claim cycle time by 5 days and improving operational efficiency through data-driven process improvements and actionable insights

# AI Solutions & Product Development

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## GeoPulse AI – LLM-Powered Analytics Platform

Feb 2025

- Led end-to-end development and deployment of production-ready OpenAI-powered Streamlit analytics application analyzing global financial news to generate market performance forecasts, demonstrating expertise in LLM integration, RAG architecture, and AI-driven insights product development from concept through user adoption
- Architected scalable dbt-based data pipelines with explainable AI metrics framework ensuring interpretable ML-driven insights for business stakeholders, establishing foundation for GenAI analytics product offerings and demonstrating ability to balance technical innovation with business value
- Implemented comprehensive product analytics, monitoring capabilities, and KPI tracking for model performance, user engagement, and forecast accuracy, enabling continuous product improvement through data-driven iteration cycles and A/B testing frameworks

## SKU Master Ware - Multi-Channel Inventory Analytics System

Oct 2025

- Led product development of enterprise-grade analytics engine computing 40+ real-time KPIs with automated reorder workflows and event-based triggers, achieving 80% reduction in manual intervention and deployed across 3 retail startups managing 10K+ SKUs, demonstrating scalability and adaptability to diverse business requirements
- Architected production PostgreSQL database with 15+ tables implementing Row-Level Security and data governance frameworks enabling secure multi-channel inventory reconciliation across Amazon, Flipkart, and Myntra, showcasing expertise in systems integration and security compliance
- Engineered serverless DevOps pipeline on Vercel with optimized Supabase BaaS architecture delivering 99.9% uptime and sub-second page loads, demonstrating capability to deliver scalable, cloud-native AI solutions aligned with enterprise operational standards

## ETL Real-Time Platform – Event-Driven Analytics

Jan 2025

- Built production-scale real-time analytics platform using Kafka, PySpark, and Snowflake with comprehensive SLA monitoring, alerting, and observability capabilities, enabling business-critical event tracking and operational intelligence for enterprise stakeholders
- Delivered self-service real-time dashboards for latency tracking, low-stock alerts, and critical business events, improving operational response times and reducing downtime through proactive insights and data-driven operational decision-making
- Demonstrated enterprise-grade data platform capabilities through implementation of fault tolerance, schema evolution, data quality frameworks, and SDLC best practices across cloud infrastructure, ensuring reliability and scalability at production scale

## Education

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### Northeastern University

Boston, MA

*Master of Science in Engineering Management*

- **Relevant Coursework:** Data Mining and Machine Learning, Database Management and Design, Computation and Visualization, Algorithmic Digital Marketing, Engineering Probability and Statistics

### University of Mumbai

Mumbai, India

*Bachelor of Engineering in Mechanical Engineering*

## Core Competencies

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**AI Product Leadership:** LLM Integration and Deployment, RAG Architecture, Generative AI Applications, AI Agents Development, Conversational AI Design, ML-Driven Analytics, Feature Engineering, Explainable AI Metrics

**Strategic Product Management:** Product Roadmap Development, Cross-Functional Stakeholder Management, Requirements Gathering and Translation, KPI Definition and Measurement, Self-Service Analytics Strategy, Data Democratization, A/B Testing and Experimentation Frameworks

**Enterprise Data Platform Architecture:** Snowflake (Deep Expertise), AWS Cloud Services, PostgreSQL, Dimensional Modeling, ETL/ELT Pipeline Design, Real-Time Analytics, Data Governance and Security Compliance, Systems Integration

**Team Leadership and Collaboration:** Team Building and Mentorship, Agile Methodologies and SDLC, Cross-Functional Influence, Code Review Processes, Documentation Best Practices, Client-Centric Communication

**Technical Tools and Platforms:** SQL, Python, R, TensorFlow, dbt, Airflow, Kafka, PySpark, Tableau, Power BI, Looker, Jira, GitHub Actions, Docker, Streamlit