

JUGAL SHETH

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

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Professional Summary

AI Solutions leader with 5+ years driving enterprise-scale LLM-powered platforms and conversational AI agents across media and technology sectors. Proven expertise developing AI-driven analytics products, managing cross-functional product roadmaps, and deploying RAG architectures that enable data democratization at scale. Deep technical foundation in AWS, Snowflake, Tableau, and NLP platforms combined with stakeholder management skills to translate business requirements into scalable AI solutions serving 600+ enterprise users.

Professional Experience

VaynerX

Senior Data Engineer

Oct 2025 – Present

New York, NY

- Own product roadmap and strategy for AI-powered CRM analytics platform, defining and prioritizing requirements across Product, Engineering, and Business stakeholders to deliver 50+ Snowflake data products serving 600+ enterprise users and enabling \$500K+ in data-driven business decisions
- Lead product integration strategy and technical specifications for self-service analytics capabilities, establishing data governance frameworks and standardized KPI measurement that reduced executive reporting cycle time by 35% and improved cross-functional alignment on business performance metrics
- Collaborate with team of 4 product owners and 3 technical specialists to define analytics features and deliverables, championing Agile/SDLC methodologies and conducting product demos to C-suite executives that accelerated go-to-market strategy and client adoption

VaynerX

Data Engineer

Dec 2023 – Oct 2025

New York, NY

- Launched AI-powered conversational data assistant leveraging OpenAI LLMs and RAG architecture to enable natural language querying of business metrics, reducing time-to-insight by 50% for 200+ non-technical users and democratizing access to real-time analytics across marketing and operations teams
- Delivered 40% reduction in pipeline cycle time and compute cost savings through ETL/ELT optimization across AWS and Snowflake, while establishing data contract frameworks that reduced forecasting variance by 12% and fed 15 executive dashboards supporting strategic planning
- Authored product and technical specifications for 3 analytics features launched to production, mentored 2 junior analysts on product requirements gathering, and improved customer acquisition performance by 25% through self-service capabilities that enabled Product and Data Science teams to iterate independently

VaynerMedia

Data Analyst

Oct 2021 – Dec 2023

New York, NY

- Partnered with Growth, Marketing, and Product stakeholders across media measurement initiatives to design A/B testing frameworks supporting \$200K in budget allocation decisions, delivering ROI insights and experimentation methodologies that optimized campaign effectiveness across digital channels
- Developed Marketing Performance dashboards in Tableau tracking media spend efficiency across 10+ campaigns with granular ROAS and CPA metrics, optimizing allocation by 18% and creating data stories that informed strategic investments for streaming and content distribution teams
- Designed standardized metric layer establishing consistent KPI definitions and calculation methodologies that enhanced data trust, improved cross-project collaboration, and enabled media measurement capabilities for content performance tracking

Optima Global (Client: The Hanover Insurance Group)

Claims Data Analyst

Jun 2021 – Oct 2021

Remote

- Achieved 60% reduction in fraud detection reporting latency through SQL optimization on PostgreSQL, and delivered Power BI reports tracking SLA adherence that reduced claim cycle time by 5 days and improved operational efficiency

AI Solutions & Product Development

AI Agent Platform – Conversational Analytics Assistant

Ongoing

- Building production LLM-powered conversational AI agent for customer self-service analytics, integrating OpenAI GPT-4 with RAG architecture to enable natural language interactions with business intelligence data, targeting 5K+ monthly user conversations and 40% reduction in support tickets
- Implementing multi-turn dialogue management, context retention, and intent classification to deliver adaptive conversational experiences across customer touchpoints, demonstrating end-to-end AI agent development from design through scalable deployment

SKU Master Ware – Multi-Channel E-Commerce Analytics System

Oct 2025

- Led product development and client deployment of enterprise inventory analytics platform for 3 e-commerce clients managing 10K+ SKUs across Amazon, Flipkart, and Myntra, architecting production PostgreSQL database with 15+ tables and Row-Level Security for secure multi-channel reconciliation
- Built real-time analytics engine computing 40+ operational KPIs with automated reorder workflows and barcode-driven GRN systems, reducing manual intervention by 80% through event-based triggers and engineered serverless DevOps pipeline achieving 99.9% uptime with sub-second page loads

GeoPulse AI – LLM-Powered Analytics Platform

Feb 2025

- Deployed production OpenAI-powered Streamlit analytics application analyzing global financial news to generate market forecasts, demonstrating LLM integration and RAG architecture expertise with dbt-based modular pipelines and explainable AI metrics framework ensuring interpretable, trustworthy ML-driven insights

Education

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

AI Product Development: LLM Integration and Deployment, RAG Architecture, Generative AI Applications, Conversational AI Agents, Dialogue Systems, NLP, AI-Driven Insights, Multi-Turn Conversation Design, Intent Classification

Product Management: Product Roadmap Ownership, Cross-Functional Stakeholder Management, Requirements Gathering and Prioritization, Product Specifications Writing, KPI Definition and Measurement, Self-Service Analytics Strategy, Media Measurement

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

Leadership and Collaboration: Team Collaboration with Product Owners, Agile/SDLC Methodologies, Cross-Functional Influence, Executive Product Demos, Technical Specifications, Client-Centric Communication

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