Muhammad Rizwan Butt

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Strategic, results-oriented leader with 12+ years in telecom data, AI/ML and cloud platforms— including 7 years of direct people leadership and enterprise-wide influence. Proven track record of scaling cloud-native data platforms, championing FinOps, and democratizing secure, high-quality data across large organizations. Former TELUS senior architect; currently drive Rogers' enterprise Data-as-a-Service strategy and $5M/month cloud portfolio. Adept at building and motivating high-performing technical teams, partnering with AI product groups, and translating complex technology into business value.

CORE COMPETENCIES

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Enterprise Data Platform Strategy & Delivery	AI & Data FinOps (Cost Transparency & Chargeback)
Cloud & Hybrid Architecture (Azure, AWS, GCP, Databricks, Snowflake, Kafka/Flink)	Metadata Management & Governance (Collibra, Confluence)
Secure Data Democratization & RBAC	Experimentation & Productization Frameworks (A/B testing, feature stores, CI/CD for ML)
Customer & Business 360 APIs	Cross-Functional Leadership (direct 12, influence 30+, vendors 50+)
Telecom Domain Expertise (Network, OSS/BSS, 5G)	Executive Communication & Stakeholder Influence

PROFESSIONAL EXPERIENCE

07/2021 — present
Toronto, ON

Senior Manager, Analytics & Insights
ROGERS COMMUNICATIONS

- Own multi-year roadmap for enterprise-scale Data-as-a-Service, supporting Network, Marketing, Strategy and Digital business units; platforms serve 1,500+ internal users and underpin >$2 B in annual CAPEX / OPEX decisions.
- Lead and coach a direct team of 12 (Data Engineers, Scientists, Analysts) while orchestrating 20+ matrixed staff across OSS, IT and Analytics, and 50+ off-shore vendor resources—preparing org for >200 FTE scale through community of practice and mentorship programs (trained 10+ analysts).
- PlanAid — Conceived and launched forecasting platform ingesting 20 B records/month; adopted by 250 strategy & planning users. Reduced planning cycle time by 35% and informed 5G Home Internet rollout that captured 100 K customers in two quarters.
- Netstat — Engineered real-time network monitoring platform used by 1,300+ users (NOC, Engineering, CX, Tier-2); 1.2 M API calls/day with 99.95% SLA. Drives proactive fault isolation and improves mean-time-to-detect by 42%.
- Implemented experimentation framework (A/B flighting & feature store) across both platforms; accelerated model deployment from weeks to hours via automated CI/CD and ML observability.
- Established FinOps practice—introduced cost-per-pipeline metrics, show-back dashboards and smart workload placement—cut cloud OPEX from CAD 9 M to CAD 5 M/yr while doubling data throughput.
- Rolled out Collibra-powered data catalog (5,000+ assets) and wiki knowledge base; reduced analyst 'time-to-insight' by 45—65% and improved data trust scores to 96%.

PROFESSIONAL EXPERIENCE

- Built secure, self-service data science workspace with role-based access, column-level security and tokenization; meets PIPEDA & CRTC privacy requirements while enabling 100+ concurrent notebooks.
- Spearheaded NetWorth Customer & Business 360 API (500 K calls/day, 99.9% uptime) blending network QoE, care interactions and pricing data to predict churn (AUC 0.88) and surface upsell opportunities; integrated with PlanAid geospatial engine (Uber H3 L10 granularity).
- Partnered with Digital/Marketing AI teams to co-launch GenAI agents (OpenAI & Llama) that contextualize network KPIs in natural language—cut frontline investigation time by 30%.

05/2018 — 06/2021
Toronto, ON

Team Lead / Principal Designer, Data Science
ROGERS COMMUNICATIONS

- Managed cross-functional product team of 8 in building ML-driven dashboards and geo-analytics that optimized $150 M annual network investments (CAPEX efficiency +12%).
- Developed enterprise data warehouse consolidating 40+ sources; enabled unified analytics, BI self-service and embedded ML for 300 users.

01/2013 — 04/2018
Toronto, ON

Senior Solutions Engineer (progressed from New Grad/Engineer I/II)
TELUS

- Architected national subscriber heat-map & forecast engine driving multi-billion-dollar spectrum bids.
- Delivered Splunk based monitoring platforms that improved ops visibility and lowered MTTR.

EDUCATION & PROFESSIONAL DEVELOPMENT

01/2011 — 02/2013
Montréal

Master of Electrical Engineering
McGill University
Telecommunications, CS, AI

09/2016 — 01/2017
Toronto

Data Science
University of Toronto
Maximizing Value from Predictive Analytics & Big Data

09/2024 — 12/2025
Toronto

Generative AI and Analytics
Databricks Academy
GenAI Engineering/Data Analytics with DB

SELECT AWARDS & RECOGNITION

Ted Rogers Award
2019, 2022, 2023

Top Performing Manager
Rogers
2021-2024

BOARD & COMMUNITY LEADERSHIP

Toronto

Founder
Rogers Data Engineering Community of Practice
120+ members sharing best practices in lakehouse, Data Science and AI productization.