

# Rahul Shirale

Driving Innovation Across Data, AI, and Technology Program Management

Cypress, California, United States

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## Summary

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Dynamic and results-oriented technology leader with over 15 years of experience encompassing a strategic ascent into senior roles driving complex program management, data engineering, and systems architecture initiatives across MarTech and healthcare IT sectors. Proven ability to lead Martech transformations by leveraging data analytics and engineering to optimize marketing strategies and enhance customer engagement for large-scale platforms. Expertise in architecting and managing critical IT infrastructure within hospital settings, ensuring robust data security, regulatory compliance (e.g., HIPAA), and operational excellence, including over 4 years in Systems Engineering leadership at CHOC Children's. Combines deep technical proficiency (Master's in Electrical and Electronics Engineering) with strategic business insight (Harvard Business Analytics Program) to orchestrate the full product lifecycle for data-intensive and AI-driven solutions. Excels in leading cross-functional teams, including over 3 years in Program & Data Leadership at Accenture, to deliver innovative solutions that align with business objectives and drive significant impact.

## Experience

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### Accenture

*(3 years 8 months — Oct 2021 - Present)*

#### Technology Program Manager - MarTech

*November 2023 - Present (1 year 7 months)*

- As a Technology Program Manager in Marketing Analytics, part of Martech transformation.
- Spearheads Martech transformation initiatives and client measurement within Marketing Analytics.
- Helps clients in the measurement and reporting area.
- Leads full lifecycle of requirement engineering for advanced measurement frameworks; role entails requirement gathering, creating measurements, looking for data sources, and data governance.
- Orchestrates data strategy, governance, and cross-functional team collaboration, working closely with Business Units, Marketing Analysts, Data Engineers, and Data Scientists.

#### Data Engineer - Social Media Growth and Acquisition *October 2021 - November 2023 (2 years 2 months)*

- Responsible for designing, building, and maintaining the data infrastructure that supports products and services. Engineered and maintained scalable data infrastructure for diverse products.
- Designed and implemented robust ETL pipelines to extract, transform, and load data from various sources into the data warehouse.
- Developed and maintained data processing and analytics applications using programming languages such as Python, Java, or Scala.
- Constructed and optimized data models to support business intelligence and advanced analytics use cases.

### Westcliff University

#### Adjunct Professor

*May 2023 - Present (2 years 1 month) — Irvine, California, United States*

- Teaches courses related to Business Analytics and Programming.
- Currently teaching Data-Driven Decision Making; topics covered include BI tools and data analytics, with emphasis on predictive analytics focused on information and knowledge pertaining to customers, competitors, internal operations, and external variables, all for the purpose of making better strategic business decisions.

- Delivers curriculum for DATA 300 (Data-Driven Decision Making), DATA 100 (Introduction to Data Analytics), and TECH 100 (Introduction to Technology).

### CHOC Children's

**Sr. Systems Engineer**

*January 2017 - May 2021 (4 years 5 months)*

- Specialized in Citrix technologies, supporting critical hospital projects and IT operations.
- Managed the Citrix Virtual Desktop Infrastructure (VDI) environment: administration, engineering, and support.
- Responsible for deploying, managing, and troubleshooting VDI systems, ensuring high performance, security, and compliance in a healthcare setting.

### Reliance Steel & Aluminum Co.

**Senior Engineer**

*April 2015 - December 2017 (2 years 9 months) — Cypress, CA*

- Provided senior-level systems engineering for key projects and operational functions.
- Designed, implemented, and maintained complex IT systems infrastructure.

### Foundational Engineering & Academic Roles

*(Jan 2006 - Dec 2013)*

- **Team Lead**, California State University, Northridge *Jan 2012 - Dec 2013 (2 years)*
- **System Engineer**, Amgen *Jan 2009 - Dec 2011 (3 years)*
- **Engineer**, Safeco Insurance *Jan 2008 - Dec 2009 (2 years)*
- **SOAR Advisor**, CSULB College of Professional and International Education *Aug 2008 - Dec 2008 (5 months)*
- **Tutor**, CSULB College of Professional and International Education *Jan 2006 - Dec 2008 (3 years)*

## Education

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### Harvard Business School

**Business Analytics**

*2019-2021*

### California State University-Long Beach

**Master's degree, Electrical and Electronics Engineering**

### Dwarkadas J. Sanghvi College of Engineering

**Bachelor's degree, Electronics**

## Core Competencies & Skills

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### – Top Skills:

- Business Analytics
- Management
- Digital Strategy

### – Key Technical Proficiencies:

- Python, HTML, CSS, SQL
- Data Engineering & ETL
- Citrix VDI
- AI Product Lifecycle Mgt.
- Cloud Infrastructure

## Key Certifications

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- People Leadership Credential - Chapter 1: Connect
- Harvard Business Analytics Program
- Programming Foundations with JavaScript, HTML and CSS
- Java Programming: Solving Problems with Software (with Honors)
- SQL Basics

## Languages

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- Marathi (Native or Bilingual)
- English (Full Professional)
- Hindi (Native or Bilingual)