

SHUBHAM GHULE

Assistant Manager, Analytics & Strategy, American Express
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PROFESSIONAL SUMMARY

Analytics, tech and strategy professional with **3+ years of experience** across **American Express, Samsung R&D, and Dassault Systèmes**. Proven track record of driving marketing analytics, customer targeting, product strategy, and product engineering. Adept at blending **software engineering expertise** with **advanced analytics and machine learning** to build scalable solutions, optimize processes, and enable data-driven decision-making across global teams.

WORK EXPERIENCE

American Express | Assistant Manager, Analytics & Growth Strategy

May 2025 - Present

- **Spearheaded analytics** and strategy for GCS Marketing (**Commercial Credit Cards**), focusing on internal acquisitions (XSell, Upgrade, Supplement) and directly contributing to over **\$5 Mn** in profit and **\$1 Bn** in billed business
- **Developed and implemented** incremental **Customer Lifetime Value (CLV)** models with **30% increased accuracy** to **optimize targeting** & enhance investment efficiency for marketing campaigns with budget **~\$200 Mn**
- **Built 2 Decision Tree** segmentation models to predict incremental spend and avg. daily balance, & an eligibility model **testing 9 customer segments**, improving customer targeting **efficiency by ~25%** for a new card product
- **Utilized** a robust technology stack including **Machine Learning, SQL, Python, Spark, and Hive** to perform deep-dive data analysis and build predictive models along with statistical measures like **t-test, A/B testing** for validation
- **Applied machine learning** techniques (e.g., **KNN**) and financial modelling (e.g., **Discounted Cash Flow**) to inform strategic decisions and **investments optimization for 22** different card products

Samsung R&D Institute Bangalore (SRIB) | CTO's Office Intern, AI Strategy

Apr 2024 - May 2024

- **Developed product and partnership strategies** for **11** next-gen Sound AI features based on in-depth market analysis of over **50+ initiatives** based on **6 parameters**, targeting a user base of over **1 Billion**
- **Scouted and evaluated 30+** open-source projects leveraging **audio LLMs** and **15+** startups, recommending **11** key integrations and strategic ties that expanded the product feature pipeline

Dassault Systèmes | Senior Software Engineer

Dec 2020 - Jun 2023

- **Developed an application** supporting **30K+ clinical trials**, ensuring **100%** compliance and impacting **90 Million+** patients, contributing to **\$1.1 Billion+** in revenue, **Reviewed & enhanced 100+** pull requests, safeguarded **50K+ LOC**
- **Redesigned 10+** UX screens, refined **5+** components, **1Mn+** users, delivered excellent exp. **~90% CSAT**
- Capitalized on Pendo analytics to gain **20+ insights**, identifying **10+ key features** with a potential revenue impact of **\$15 Million+**. Enabled **1 Million+** customers to use a VPN, decreasing loading time by **70%**
- **Revamped architecture** for **10+** Medidata workflows using **5+ AWS serverless services**, resulting in **\$100K+** savings
- **Engineered innovative caching** in **10+** microservices, lowering latency by **50%**. Automated scaling for **10+** microservices, optimizing operations by **70%** and conserving **1K+ hours/year**
- **Managed** cross-functional collaboration across **4 countries, 15+ teams, and 300+** members, cut delivery time by **25%**
- **Sustained** client partnerships by delivering **10+** consistent upgrades, resulting in **95% CSAT** and **\$20 Million+** in revenue growth. Collaborated with **5+** Product Managers to define **20+** JIRA user stories, improving alignment by **30%**

EDUCATION

Indian Institute of Management, Bangalore (IIMB) | MBA (Business Analytics) | CGPA: 3.03/4.00

2023-2025

- **Electives:** Machine Learning, NLP, GenAI, Optimization, Deep Learning, Big Data Analytics, Time Series Forecasting, Multivariate Data Analysis, Advanced Probability, Behavioral Economics, Brand Mgmt

Pimpri Chinchwad College of Engineering (Pune University) | B.E. (CSE) | CGPA: 9.24/10

2016-2020

SKILLS & TOOLS

- **Analytics & ML:** Python (Scikit-learn, Pandas), Machine Learning, NLP, SQL, Spark, Hive, Incremental CLV, GenAI, LLMs, R, Excel, A/B testing, t-test.
- **Product & Strategy:** Product Management, Product Strategy, Roadmap, Pendo Analytics, JIRA, Confluence, Figma, UX/UI Design, Business Strategy, Market Analysis, Startup Evaluation.
- **Software Engineering & Cloud:** React, Ruby on rails, Javascript, Typescript, Docker, AWS (Serverless), Git, CI/CD, Microservices, SumoLogic, Telemetry