Sid Singh, MBA, MS

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Dynamic and results-driven strategy professional, with a unique career journey encompassing 13+ years of complex strategic roles and an MBA. Equipped with a strong leadership acumen, a solutions mindset and a mathematical style of thinking. Successful in engaging cross-functional stakeholders to situate a company toward strategic, operational and financial excellence. Excited at the prospect of leveraging well-honed executive and technical strengths to develop and execute on a future-focused vision for the success of a business.

Core Skills and Competencies

- Strategic Decision Making
- Product Management & Integration
- Stakeholder Management
- Verbal & Written Communication
- Project Management
- Continuous Improvement
- Complex Problem Solving
- Cross-Functional Collaboration
- Team Building & Coaching

Areas of Proven Performance

- **Multi-Industry Experience:** Retain a broad perspective and a track record of success spanning corporations in engineering, hospitality, e-commerce and public sector. Actively draw upon unique career experiences to inform innovation and change.

- **Business Acumen:** Leverage skills and knowledge earned from an MBA program and real-world experience, with success in leading teams, communicating with executives, conducting complex analyses and developing strategic plans.

- **Technical Vision:** Exercise a technical/mathematical mindset behind introduction of technology-driven solutions including metric dashboards, algorithmic automation for reporting, e-commerce solutions, and other elements of enterprise infrastructure.

- **Product Management and Integration:** Develop and launch products and AI technologies within Cloud, enterprise, internal tools for supply chain and distribution network to deliver the Omni-channel retail and e-commerce strategies.

- **Problem Solving:** Diagnose and resolve the root cause of business problems and pain points impeding an organization's financial or operational success. Present management with strategic project roadmap and vision to restore and enhance performance.

- **Customer Engagement:** Develop and drive supply chain logistics strategy as a trusted leader and collaborator behind complex business analyses, design of operational models, and other product management priorities.

- **Cross-Functional Collaboration:** Partner with stakeholders spanning engineering, executive management, software developers, UI/UX experts, data scientists, logistics teams, and consultants. Engage each stakeholder in line with their needs and priorities.

- **Team Leadership:** Direct and empower teams of varying size and purpose, as proven through experience overseeing Analysts delivering on complex projects and initiatives. Invest time and resources into coordinating, coaching and assessing teams.

- **Resource Planning & Cost Management:** Own multi-million dollar operating budgets, as a decision-maker over budgeting, procurement and reporting. Continuously explore and implement opportunities to optimize cost and enhance efficiency.

- **Presentations & Business Cases:** Excel in articulating the value of substantial and complex change toward senior management, in the form of data-driven and compelling pitches. Effectively recommend technical, operational and organizational change.

- **Formal Communication:** Present results, progress and insights through various media including formal reports, metrics dashboards, boardroom meetings and one-on-one consultation.

Professional Experience

Advisor, Strategy and Business Analysis   **Nov 2016 – Present**
Canada Post Corporation – Toronto, ON

Joined this Crown Corporation to build the go-to-market strategy and technology stack assessment for a new e-commerce fulfillment and logistics vertical, with this joint venture among Canada Post, Purolator and SCI expected to represent a $1.2B stream of revenue.

- Successfully developed strategy for the new e-commerce supply chain vertical, as a central stakeholder in this Tier 1 engagement.
- Earned the 2019 President's Impact Award for optimizing the product portfolio yielding a 20% reduction in capital commitments.
- Architected a Scenario Planning framework offering likely business/operational outcomes, implemented in the 5-year corporate plan.
- Earned the 2018 Bravo Level 4 (highest) Award for presenting insight to executives on the implications of AI and automation.
- Introduced technology prioritisation strategies yielding ~30% improvement in resource utilization for the Group of Companies.

Operations Finance Planning & Analysis Canada Lead   Apr 2015 – Nov 2016
Amazon.com – Toronto, ON

Swiftly progressed into a high-level role facilitating all operations planning and strategy for Amazon Canada. Balanced commitments between Toronto and Seattle to implement US best practices in the Canadian network of 6 distribution centres.

- Led a team of Analysts to achieve a 9% improvement in performance through well-sourced Robotic Process Automation solutions.
- Enabled $6MM in savings through Agile rollout of automated machine-learning cloud-based tools for supply chain planning.
- Provided direction on a $120MM CapEx project to expand distribution network infrastructure to reduce variable cost by 7%.
- Utilized regression models to enhance forecasting models and processes, for a 4% improvement in sales & operations planning.
- Introduced last-mile delivery strategy sustaining a 50% YOY growth rate, stemming from the Amazon Logistics 2-hour delivery model.

Operations Finance Planning & Analysis Site Lead   Jun 2014 – Mar 2015
Amazon.com – Toronto, ON

Served as Site Planning Lead for a 1MM sq.ft. distribution centre employing 2,000 personnel. Led a team of Analysts while managing an annual budget of $70MM. Engaged business areas to determine the nature, volume and reason behind expenses.

- Sustained a rapid reporting pace required to facilitate weekly close variance reporting on key projects and milestones.
- Developed and integrated controls to improve variable cost for the new GTA DC by 10%, effectively meeting KPI benchmarks.
- Negotiated change management with operations leader to achieve a ~10% improvement in performance affecting 1,400+ personnel.
- Introduced automated processes for month-end and quarter-end close reports for 30% faster turnaround.
- Notably freed up $3MM in tied capital through consolidation of deadwood inventory via data mining and lean six sigma principles.

Consultant, Operations Finance Analytics   May 2013 – May 2014
Four Seasons Hotel and Resorts – Toronto, ON

Earned an entry into the world of analytics with this renowned hospitality chain, with a primary mandate to develop break-even and investment pro forma for hotels under renovation. Applied technical skills to develop effective forecasting models.

- Partnered with stakeholders including the CFO, CTO and sales acquisition team to develop performance management tools.
- Established new KPIs and a scoring framework for 90 hotel properties, based on the results of clustering analysis.
- Demonstrated skills in regression modelling in the allocation and benchmarking of variable cost for 86 properties.

Product Engineer II   May 2010 – Feb 2012
Lead Process Engineer   Aug 2008 – Apr 2010
Micron Technology – Manassas, VA, USA

Progressed through a series of technical roles with this producer of computer data storage. Led a team of engineers to partner with project managers, and business analysts to ensure procedures are followed throughout the entire product test and defect cycles.

- Translated customer and business needs into detailed product requirements and specifications for launch of new product categories.
- Designed new processes for 10% yield improvement by using extensive experimentation designs and statistical A/B testing.
- Introduced cross-functional demand and resource forecasting system based on end-user interviews and data mining to save $12MM.

Process Integration Engineer   Aug 2006 – Jul 2008
Corning, Inc. – Rochester, NY, USA

Developed and implemented improvements to microchip design and fabrication processes to achieve greater yield and cost-savings.

Formal Education

Master of Business Administration (MBA) | Rotman School of Management, University of Toronto – Toronto, ON   **2014**

Master of Science in Microelectronic Engineering | Rochester Institute of Technology – Rochester, NY   **2009**

Bachelor of Technology in Electronics and Communication Engineering | Jaypee Institute of Information Technology – India **2006**

Machine Learning with TensorFlow on Google Cloud Platform | Coursera (Credential id: UKEY47YX7LH4)   **2019**