

# Syed Misbah Ahmed

+91 906 (666) 5419 [mailsyedmisbah@gmail.com](mailto:mailsyedmisbah@gmail.com) | [LinkedIn](#)

Senior leader driving enterprise-wide Agentic AI transformation, spearheading strategy, architecture, and deployment of mission-critical solutions that modernize operations and accelerate organizational adoption at scale.

Proven track record in spearheading the design & delivery of agentic intelligence platforms, AI Assistants, optimization engines, and personalization frameworks, generating measurable impact on customer experience, revenue, & operational efficiency

## WORK EXPERIENCE

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### DISH Network Technologies | Data Science & Engineering Manager | 2022 – Present

#### AGENTIC AI ASSISTANTS

- Architected and deployed a next-generation Agentic AI assistant agentic workflows
- Leveraged ADK for agent development, MCP for tool integration, and A2A protocols to enable inter-agent discovery and collaboration
- Engineered microservices-based architecture on AWS AI Platform
- Orchestrated the training of a custom OSS foundation model, delivering scalable, high-throughput performance (2,000+ RPM)

#### HYBRID AI ASSISTANTS

- Designed and deployed a suite of AI assistants to support field technicians, retailers, customer care agents, and internal stakeholders.
- Leveraged proprietary embeddings and fine-tuned LLaMA-based models for domain-specific knowledge and task execution.
- Delivered measurable impact by reducing expert escalations (-18%), improving CSAT (+4%), and decreasing handling time (-13%)

#### DYNAMIC CREATIVE OPTIMIZATION

- Architected and deployed a real-time creative optimization engine for dynamically personalized digital advertising on DSP side
- Designed Bayesian Bandits reinforcement learning to optimize ad elements; 3.9% CTR uplift & 290 hrs/qtr saved in manual AB testing

#### MARKET MIX MODELING

- Architected an MMX solution to manage \$230M annual marketing budget across 17 channels, driving ROI & operational efficiency
- Leveraged ridge regression with non-linear optimization to allocate channel spend → 1.4% lift in activations & 2.8% reduction in SAC

### Evalueserve | Lead, Data Science | 2021 – 2022

- Managed a team of 8 data scientists to deliver a customer churn prediction solution using ensemble Random Forest classification
- Drove advanced feature engineering and hyperparameter optimization, improving model performance from 0.78 to 0.91 AUC
- Oversaw end-to-end deployment & integration resulting in 3.4% improvement in customer retention & 2.5% reduction in revenue leakage

### Mu Sigma | Senior Data Scientist | 2017 – 2020

#### WORKFORCE OPTIMIZATION

- Led 6 data scientists to develop advanced workforce optimization tool, maximizing sales productivity and ROI across all regions
- Applied **clustering, regression, & optimization** to analyze visits & generate optimized visit strategies; delivered 3% sales uplift (\$6.2M)

#### STRATEGIC REVENUE MANAGEMENT & OPTIMIZATION

- Designed sales driver attribution model using ElasticNet regression & optimizer factoring seasonality, price, execution, & distribution.
- Delivered data-driven promotion plans that unlocked \$6.2M annual growth and improved market ROI by 8.7%.

#### GRAPH BASED DIGITAL FINGERPRINTING

- Developed graph-based **digital fingerprinting solution using Neo4j** to identify anonymous ESPN viewers across devices & sessions
- Implemented **Louvain community detection** to cluster users based on patterns & attributes; reduced redundant exposure by 5.8%

## SKILLS

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Code - Python, FastAPI, SQL

Design & Architecture - Microservices, K8s deployment at scale

Data Science - Classical Machine Learning, GenAI, MCP

Cloud - Databricks on Multicloud (AWS, GCP, Azure)

## EDUCATION

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Bachelors of Technology, First Class with Distinction