

EDUCATION

- 2005 - 2007 LONDON BUSINESS SCHOOL**
Masters in Business Administration with Distinction (Top 10% of MBA Class)
Received Student Award from the Alumni Community
- 1998 - 2002 UNIVERSITY OF MICHIGAN, USA**
BS in Computer Science and Economics (Double Major - GPA 3.4/4.0)
Awarded University Honors
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BUSINESS EXPERIENCE

- 2021 - Now SIGNAL AI, London, UK**
Chief Product Officer
- Leading the product/platform strategy development and execution for Signal AI's scale-up growth plan, including expanding into new market use-cases and geographies.
 - Launched the Signal AI API suite which has opened new opportunities by making Signal AI's data and advanced analytics available in new use-cases and integrations.
- 2019 - 2021 DOW JONES, London, UK, New York City, USA & Barcelona, SPAIN**
SVP & General Manager, Dow Jones Knowledge Enablement (aka "Pulsar")
- Started an innovation business unit within Dow Jones charged with developing new ways to deliver business news to a customer base with changing expectations on personalization and workflow integration. (Included building a new engineering center in Barcelona.)
 - Overseeing the development of a knowledge graph platform using modern artificial intelligence (deep learning and natural language processing) methods to extract relevant knowledge from the Dow Jones news corpus.
 - Launched WSJ Pro Bankruptcy Intelligence, a knowledge graph of US Chapter 11 Bankruptcies. The data from these bankruptcies are connected to and displayed within Wall Street Journal articles providing a deeper reader experience for restructuring professionals.
 - Developed and launched the Dow Jones Knowledge Graph Signals Service APIs which provide structured news event data about companies for B2B businesses.
 - Developing the key go-to-market commercialization strategies for these products including pricing, marketing and sales.
- 2015 - 2019 Chief Product and Technology Officer, Professional Information**
- Reorganized and transformed product management function, technology product delivery and roadmap management at Dow Jones Professional Information
 - Accountable for product development of Dow Jones' B2B products and data platforms including Factiva, Risk & Compliance, Newswires, NewsPlus and VentureSource
 - Conceived, developed and delivered the Dow Jones DNA platform that places Dow Jones data and content into a developer- and data scientist-accessible platform
 - Developed the long-term product and platform strategic roadmaps for Dow Jones Professional Information
- 2014 - 2015 Chief Data Officer**
- Managed global Data Science, Data Warehousing and Data Engineering teams.
 - Ran Data Science projects for customer data initiatives including predictive churn analysis, customer segmentation, content recommendation and ad targeting.
 - Developed R&D projects for Dow Jones Professional Information including Risk and Compliance Visualization and Content Recommendation from Chat.
- 2014 INDERUS, London, UK**
Founding Partner
- Founded Inderus as a data and analytics consultancy.
 - Actively worked with clients of different sizes, business models and industries to develop their data analytics and data product management capabilities.
 - Designed data and measurement strategies, implementing analytics and data collection, and developing data warehouses and infrastructure for data mining.
- Early 2014 TIZARRO, London, UK**
Chief Product and Marketing Officer
- Launched new Tizaro ecommerce platform with new suppliers and logistics.
 - Designed multi-supplier virtual marketplace and procurement platform for large industrial operations (e.g. oil rigs and mine sites).
 - Ran marketing and data operations for customer acquisition and retention.
 - Developed product data warehouse for merchandising analysis.

- 2011 - 2014** **GOOGLE, London, UK**
Product Manager, Google Analytics
- Launched Google Analytics Premium in Japan, France, Germany, Spain and Italy for both direct and reseller sales channels.
 - Managed cross-functional team including sales, marketing, support, legal and engineering to grow Google Analytics Premium business globally.
 - Developed and launched features for Google Analytics targeted towards largest enterprise clients and data scientists including unsampled report processing pipeline and integration with Google BigQuery.
 - Served as product management lead for all features and efforts around data privacy and security for Google Analytics including ISO 27001 certification, European Data Processing Amendment and Opt-out functionality.
- 2010 - 2011** **Manager, Google Analytics Premium EMEA**
- Launched Google Analytics Premium Support programme globally, including design of support model, client segmentation, hiring, training and management.
 - Launched Google Analytics Premium in the UK for both direct and reseller sales channels.
 - Built and managed high-performing team of consultants, sales engineers and support staff who served Google's top advertisers and consistently earned top customer satisfaction scores.
 - Earned Manager Upwards Feedback rating (from direct reports) in the 99th percentile of all managers.
- 2007 – 2010** **Senior Sales Engineer, Partner Solutions Organisation**
- Negotiated contracts and signed deals with some of the largest online publishers in Europe for AdSense (Google's advertising network) and syndication of Google web search.
 - Worked with several European public transportation agencies to launch their data in Google Maps.
 - Developed and published Google Conversion Optimisation methodology and launched Google Conversion Professionals programme. Worked with several advertising agencies to develop their in-house conversion optimisation capability.
 - Acted as technical pre-sales contact for partner integrations of Google Checkout and Google Apps.
- Summer 2006** **REAL NETWORKS, London, UK**
Summer MBA Intern, International Video Services
- Designed and developed business intelligence and data analysis procedures to understand customer behaviours and trends within the subscription video product.
 - Researched strategies for premium subscription video products including narrowcasting to underserved audiences and reconfiguring product packages to align with consumer preferences.
- 2003 - 2005** **MCGRAW COMMUNICATIONS, New York, USA**
Director, Information Technology
- Directed development, marketing, deployment and support of Voice over IP product line. Coordinated between multiple vendors and internal cross-functional team to deliver to market.
 - Designed and maintained systems for tracking and billing a constantly growing portfolio of telecommunications services for over 7,000 customer locations and millions of billable calls producing monthly gross revenue of \$2.4 million
 - Coordinated and led in-house and outsourced development of complex IT projects working with functional heads from revenue assurance, marketing, product development to identify specifications and deliver customised solutions
 - Researched new communications technologies and advised board of directors of industry developments that affected the company's competitive position. Initiated change in strategy from traditional telephony to converged services
 - Led pre-sales engineering team to design sophisticated telecommunications solutions for clients. Personally engineered and managed client solutions totaling \$2 million in gross annual revenue
- 2002 - 2003** **Developer / Data Architect**
- Designed, developed and deployed system to track sales, commissions, provisioning and customer inventory for over 50,000 telecommunications circuits
 - Increased accuracy of billing information and captured \$150,000 in previously lost monthly revenue by migrating data of 1,000 legacy customer accounts to a new billing platform
 - Created company intranet and performance management reporting platform for sales, provisioning and customer service. Also built extranet component for customer access to billing information.
- 1997 - 1998** **THUNDER HOUSE NEW YORK (NOW MRM PARTNERS), USA**
Programmer
- Led programming of web-based client projects including US Airways' E-Savers customer contact database and L'Oreal's cosmetic product matcher

- Presented products and services to clients for consideration in web service and marketing development plans
- Organised, developed and maintained company technology infrastructure including client extranet and web sites for L'Oreal Cosmetics, Tiffany & Co., and US Airways