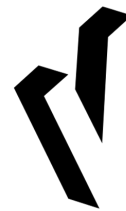# Vivek Menon

DATA LEADER · TECHNICAL FOUNDER · ADTECH INNOVATOR · FINANCIAL RESEARCHER

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11+ years leading high-performance data teams across NA, APAC, and MENA markets; specializing in data strategy, client relations, risk mitigation & AI scaling. Passionate about impactful data-driven solutions, monetizing emerging technologies, pioneering sustainable business practices, and delivering on strategic long-term partnerships.

Experience

InterPublic Group - Kinesso
Montreal, CA

SENIOR DIRECTOR, DATA STRATEGY
Jan 2020 - Present

- **Revenue Growth**: Spearheaded exponential growth for KAS (Kinesso Audience Solutions) Toronto, scaling revenue from $77K to $650K in 2021, doubling again to $1.7MM in 2022, $3.5MM in 2023 to over $4.1MM in 2024. Led and mentored a globally distributed team of 6+ over 5 years to serve 30+ corporate clients via innovative data strategies and team leadership.
- **Commercialization**: Pioneered the commercialization of 3rd Party (3PD) & 1st Party (1PD) data products in Canada, facilitating global adoption of local data practices through operating revenue leadership & close partnerships with key IPG Media holding group entities, including Media Experts, Universal Media, McCann, & Initiative.
- **Data Partnerships**: Orchestrated high-impact global data partnerships, directly advising C-level executives on monetizing and architecting 5000+ live variables across 9 leading CA partners including Foursquare, Environics, Nielsen, Acxiom, Goldfish, Moneris, & Vividata - composed primarily of HEMs, MAIDs (IDFA, AAID), Cookies, prematched Survey panelists & other exotic data types accessible through Jupyter, Snowflake.
- **Audience Engineering**: Engineered 1000+ High Value Audiences (HVA) over 4 years, generating $100K+ in monthly recurring revenue. Strategically led clients through a comprehensive managed service process, from ideation and deployment to legal compliance & invoicing, effectively optimizing multi-channel multi-audience targeting strategies for global clients like Amazon (Rufus Retail, Video), Rolls-Royce BMW, Nestle's & Sony.
- **Industry Leadership**: Published 13+ case studies across 8+ verticals working with clients like Honda, Bayer, Unilever & Hersheys, working seamlessly with teams in New York Bogota, Montreal, Vancouver & Toronto simultaneously to yield significant ROI improvements, including a 4x new-to-brand RoAS, 1.5x CTR & 97% VCR in leading platforms like Google DV360, Tradedesk, Amazon Advertising, Meta & Tiktok.

Lake Finance
Toronto, CA

FOUNDER & CTO
May 2018 - Dec 2019

- **Exit & Valuation**: Exited Lake Finance a blockchain fintech startup valued at $1.6MM USD through university funding, government grants, & consultation revenue. Hired and scaled a versatile 11 person team across software, finance, marketing & design.
- **Seed Funding**: Secured $100K in seed funding at 6% equity ($1.5MM) from University of Toronto's inaugural Creative Destruction Lab (CDL) Blockchain-AI (BcAI) 18/19 incubator.
- **Model Development**: Wrote Hydra AI (*REINFORCE*); a proprietary portfolio selection engine via Python & Haskell that searches via price momenta & genetic algorithms to hunt for alpha in extreme volatility (black swan) events, converging in multi-threaded $\mathcal{O}(nlogn)$, benchmarked with paper trades & live capital.
- **DeFi Innovation**: Launched Lake Trade, an open source fault-tolerant Decentralized Exchange (dEX) allowing Ethereum users to trade ERC-20 / ERC-721 assets using the 0x V2 Protocol - provided at cost & 0 fees for the Open-source community via a $100K grant from 0x Team to continue development in Blockahin, Web3 / DeFi spaces.

Juniper Park / TBWA
Toronto, CA

STRATEGIC DATA SCIENTIST
Nov. 2016 - Apr 2018

- **Data Innovation**: Led the Toronto division of the TBWA Digital Arts Network (DAN) & Apple's Media Arts Lab (MAL) by providing multi-platform analytics, end-to-end data solutions, & bespoke measurement strategies.
- **Pipeline Engineering**: Engineered highly-available data pipelines across 3 zones in the TBWA Network to pitch & solve business problems on behalf of 10+ multinational clients, including NFL, Nissan, Pfizer & Apple.
- **Analytics Architecture**: Oversaw the architecture of a $2MM Adobe Marketing Cloud stack for Capital Group / American Funds, optimizing analytics via human teams & learning to convert investors & advisors associated with $1.3+ Trillion AUM.

Education

University of British Columbia - Sauder School of Business
Vancouver, CA

B. COMMERCE, DOUBLE MAJOR IN FINANCE & MARKETING WITH A MINOR IN ECONOMICS

Specialized in financial engineering & marketing behavior; publishing work regarding self-similarity and multifractality of Bitcoin (*XBTUSD, XBTCAD, ETHCAD*) .

Aug. 2024	**Stanford** School of Engineering	- Machine Learning with Graphs (*First Party Data Integration, Data Driven Attribution, Marketing AI*)
Sep. 2022	**Google** GMP Reseller	(*First Party Data Integration, Data Driven Attribution, Marketing AI*)
Jul. 2021	**Meta** Marketing Science Professional, Media Planning Professional	
Sep. 2020	**Harvard** HBS Online	- Certificate of Online Readiness (*CORe*)
Aug. 2019	**Amazon** AWS Solutions Architect 2021 Associate	
Aug. 2019	**Amazon** AWS Developer 2021 Associate	
Aug. 2019	**Amazon** AWS SysOps Administrator 2021 Associate	
Jun. 2018	**MIT** Sloan Executive Education	- Artificial Intelligence: Implications for Business Strategy
Apr. 2018	**Udacity** Artificial Intelligence Nanodegree	(*sudokuAI, salesmanAI, nqueenAI, aslAI, pacmanAI, touristAI, faceAI, voiceAI*)
Apr. 2018	**Udacity** Web Development Nanodegree	(*linuxServer, itemCatalog, logAnalysis, movieTrailers, neighbourhoodMap*)
Sep. 2017	**Udacity** Deep Learning Nanodegree	(*cnnDL, rnnDL, lstmDL, qLearningDL, ganDL*)
Nov. 2014	**Google** GA Web Analytics	
Sep. 2013	**CSI** Canadian Securities Institute - CSC Designation	