SAMIR ARYAMANE

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Summary	A strategic Data Executive with 20 years of experience architecting enterprise-scale data ecosystems and pioneering AI/GenAI initiatives for global organizations. Proven expertise in scaling high-performance engineering departments and translating complex data capabilities into sustainable revenue growth and operational excellence. Expert in leading large-scale digital transformations, including M&A integrations and the transition to modern Data Mesh architectures, while partnering with C-suite stakeholders to define multi-year technology roadmaps.

Education

University of Texas at Dallas, Richardson, Texas	**Aug 2007 - Jul 2009**

Master of Science in Computer Science; Specialization in Data Mining and AI NLP applications

University of Mumbai - VESIT, Mumbai, India	**Sep 2001 - May 2005**

Bachelor of Engineering in Electronics and Telecommunications

Technical Skills

Languages & Big Data: Python, SQL, Scala, PySpark, Hive

Cloud & Infrastructure: Salesforce, GCP, AWS, OCI

Data Science & ML: Dataiku, DataRobot, H2O.ai, Databricks, TensorFlow, scikit-learn

Database & Analytics: Snowflake, BigQuery, Postgres, Redshift, StarRocks, Oracle, DB2

BI & Visualization: Tableau, MicroStrategy, Superset, PowerBI

Data Integration: Informatica, Jitterbit, Knime, Alteryx, Fivetran, DBT, Airflow, Alation

DataOps: Jenkins, GitHub Actions, Docker, Kubernetes

Work Experience

Fanatics (San Mateo, CA)

Head of Data Engineering & BI Applications   ***Oct 2022 – Current***

- Architected and led the transition from legacy SQL Server to a modern, event-based **Data Mesh architecture** for the **Global Order Management** (GOM) system. This strategic shift enabled seamless **M&A scalability** and established a foundation for enterprise-wide real-time analytics.
- Spearheaded **operational efficiency** by delivering a massive increase in quality of data assets by reducing data incidents by **76%** and improving data processing speeds by **92%** across global operations.
- Defined the strategic roadmap for real-time order analytics, spearheading the migration from Druid to **StarRocks**. This initiative achieved a consistent **3-minute latency** for global reporting, empowering executive leadership with instantaneous decision-making capabilities.
- Served as the **strategic lead for data initiatives** across Digital Experience, Pricing & Promo Management, and Experimentation pillars. Partnered with business unit leaders to drive data-centric product improvements and high-impact business initiatives.
- Directed the implementation of **GCP Dialogflow with GenAI features** to replace legacy chatbot infrastructure. This project directly improved **Net Promoter Scores (NPS)** and **Customer Effort Scores (CES)**, significantly enhancing the digital customer journey.
- Built and **scaled a top-tier Data and BI engineering organization** from the ground up to support the rapidly expanding global analytics requirements of the business.

Salesforce.com (San Francisco, CA)
Sr Manager for Data Platforms and Tooling   *June 2020 – Oct 2022*

- Led Marketing Data Lake migration to GCP, implementing MLOps via Dataiku and Snowflake data warehouse integration
- Architected modern data stack using Fivetran, DBT, Docker, and Airflow with automated CI/CD via Jenkins
- Developed Marketing ROI analytics framework including causal inference models for campaign performance measurement

Lead Data Scientist – Pricing Intelligence and Monetization   **January 2015 – May 2020**
- Built comprehensive pricing data lake integrating multi-dimensional customer and product data across Salesforce ecosystem
- Developed ML models for customer upgrade prediction and product recommendations, deployed via Einstein Analytics
- Created churn prediction model analyzing customer usage patterns, login frequency, and APEX code metrics

Senior Member of Technical Staff – Enterprise Big Data Apps   **April 2013 – January 2015**

- Implemented Salesforce Wave for Finance, enabling real-time ACV analysis and KPI tracking across platforms
- Engineered early warning system processing 3TB daily logs, driving $1.5B revenue impact
- Architected petabyte-scale Hadoop cluster (100+ nodes) for Salesforce's application log processing

Hotwire.com (Expedia Inc.) (San Francisco, CA)   **January 2010 – April 2013**
Senior BI Engineer

- Implemented an end-to-end BI data strategy for a new business initiative called Destination Services, which generated ~3M dollars of annualized incremental revenue and ~62K new bookings on the platform.
- Awarded the top automated email marketing campaigns to upsell travelers with timely targeting and "hard to miss" deep travel discounts on air, car and hotel deals.

Verizon (Irving, TX)   **Jul 2008 – Sep 2009**
Data Analyst

- Resolved Verizon's customer issues received on an average of ~250 issues per month, with the ordering & provisioning system by data scrubbing and performing custom analysis for issue resolution to achieve optimal customer satisfaction

HSBC Global Technology (Pune, India)   **August 2005 – July 2007**
ETL Developer

- Developed the Basel Reporting DWH framework for Finance audits and reporting via Cognos for a user base of 19,000 employees.
- Cut projected time for data analysis by one week by developing reusable ETL datasets in DB2 using DataStage jobs.

Certifications   Oracle Cloud Infrastructure – Gen AI Practitioner
                     Google Cloud Certified Cloud Leader
                     Dataiku – MLOps Practitioner