

**SIDDHARTH (SID) KASHIRAMKA**  
*City, State | Phone Number | Email*

**SUMMARY**

Sid is a Product Manager at Capital One and has over 11 years of experience in product management, management consulting, and software development. He has experience designing and building customer facing products and scalable internal platforms and delivering over \$xB value for his customers.

**EXPERIENCE**

**CAPITAL ONE**

McLean, VA

**Senior Manager, Center For Machine Learning (C4ML)**

*Jun 2021 – Present*

Sid partners with a cross functional team of Engineers, Data Scientists, and Model Risk Officers to build the future of machine learning managed train and build platform at Capital One and enhance developer experience

- Leveraged user-backed design to define forward looking strategies and setup 2022 Enterprise platform roadmap
- Conceptualized and delivered new features that promote code reusability among data scientists, boosting productivity by ~X%

**Senior Product Manager – Customer Acquisition Platform, US Card**

*Mar 2019 – May 2021*

Sid led the real-time credit risk model deployment platform. Platform serves millions of requests per day, running fully in the AWS public cloud and yielding ~\$XB in annual revenue for US Card business

- Led a team of X associates to conceptualize and deliver new product features, accelerating model deployment time from X weeks to X week
- Delivered several new credit risks models enabling better underwriting decisions and generating over \$XM+ NPV
- Managed recession readiness response by executing on Credit Policy pullbacks and saving \$XM+ in loss mitigation
- Established standards and enhanced controls in the model deployment process with Model Risk Officers and Data Scientists while influencing broader model governance and reducing business risk

**PricewaterhouseCoopers (PwC)**

Atlanta, GA

**Senior Consultant - Digital Strategy and Innovation Group** (*select projects*)

*July 2016 – Mar 2019*

**Large Fast Casual Dining Chain: Loyalty Program Design and Execution**

Sid helped design and execute a spend based loyalty program for a large food chain, resulting in \$XM in additional revenue yearly and potential X% increase in mid-frequency customer visits. He managed the product and delivered quality results while the client was undergoing leadership and organizational changes.

- Collaborated with the executive leadership team and led multiple visioning sessions to define short-term and long-term loyalty program vision
- Led the feature definition, prioritization, and scoping of initiatives related to a loyalty program in partnership with Digital Commerce, Marketing, Operations, Customer Service, Finance, and BI

**Large International Convenience Chain: Fit for Growth Strategy and Operating Model Design**

Sid developed a five-year digital strategy roadmap and recommended investments worth \$XM+. While delivering on the project, Sid managed relationships and brought alignment with other PwC teams at the client.

- Led multiple client sessions to gather the future state business needs and built a five-year strategy roadmap prioritizing five key initiatives - CRM, Loyalty, Delivery, Social Media and Digital Wallet
- Created a digital operating model to execute on the business needs and brought alignment between the business and the digital teams
- Built the total cost of ownership model recommending X+ projects, X+ new resources across different functions

and investments of \$XM+ in X years

### **Fortune 50 Technology Firm: CRM and Data Strategy**

Sid led the data and research-intensive workstream to deliver a customer-centric transformation plan for a newly formed hardware division. Sid worked with a team of data scientists and strategy consultants to build actionable engagement strategies and tactics in just X weeks.

- Conducted X+ stakeholder interviews in X weeks across seven different product teams to rapidly develop and align on the current state of the business and technology landscape
- Led X+ offshore resources to successfully deliver customer segmentation analysis and build on the understanding of customers

**ROLLINS ORKINS** Atlanta, GA

**Marketing Analytics Consultant (Part-time)**

*Jan 2015 – May 2015*

- Conducted marketing-mix modeling analysis to test the efficiency of marketing programs in generating leads. Analyzed demographics at the target markets, decay impact of marketing spends across different channels, and seasonal effects of weather providing recommendations resulting in higher lead generations and ROI on starts

**INFOSYS LTD. (NYSE: INFY)** Atlanta, GA

**Senior Business Intelligence Consultant**

*2010 - 2014*

- For a large pharmaceutical client, Sid built metrics and KPIs on Qlik (BI tool) to track and improve field-representatives operational efficiency resulting in X% improvements in the operations in X years and increased visibility into day-to-day operations

### **EDUCATION**

**EMORY UNIVERSITY, GOIZUETA BUSINESS SCHOOL**

M.B.A., Strategy, and Marketing Analytics Concentration

President – South Asian Students Association; VP – Goizueta Technology Association

Atlanta, GA

*May 2016*

**DAVV, INSTITUTE OF ENGINEERING AND TECHNOLOGY**

B. Tech, Computer Science Engineering

Indore, India

*April 2010*