ADITYA SINGH (MBA, PSM)

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PROFILE

Enterprise Data Engineering leader with 15+ years building and modernizing cloud data platforms. Expert in Lakehouse architecture, data ingestion frameworks, MLOps, and Customer 360 systems that drive personalization and business growth. Known for leading multi-disciplinary engineering teams, establishing enterprise data standards, and delivering scalable, cloud-agnostic data platforms that accelerate analytics, AI, and operational decision-making.

CORE CAPABILITIES

AI/Analytics Strategic Leadership:

Enterprise data platform ownership, Enterprise AI Strategy & roadmap alignment, ML lifecycle governance, MLOps enablement, GenAI evaluation & enterprise integration

Architecture & Engineering:

Cloud Lakehouse architecture, Medallion design, Real time streaming ingestion, ETL/ELT frameworks, Data quality & observability, Metadata & lineage, Feature engineering, Cost/FinOps optimization

Leadership & Operating Model:

Cross-functional squad leadership, Executive Stakeholder Alignment, Operating model design & modernization, Capacity planning & talent development, Vendor & partner ecosystem management

Cloud & Tools:

Azure Databricks, DLT Meta, Snowflake, Azure Synapse, ADF, DBT, Power BI, Tableau, Python, Adobe Experience Platform, Braze

PROFESSIONAL EXPERIENCE

Cineplex Inc.   Toronto, Canada

Director, Data Engineering & AI Platforms   **Jan 2023 – Present**

Enterprise Data Platform Leadership

- Own the end-to-end enterprise data platform roadmap across ingestion, storage, transformation, governance, access, and ML enablement.
- Architected a unified Data Lakehouse using Medallion architecture, consolidating scattered systems into a single governed data backbone.
- Defined and enforced enterprise engineering standards including coding conventions, CI/CD patterns, schema governance, data quality SLAs, and operational controls.
- Embedded data observability, lineage, and quality using DLT Meta, DBT, and Databricks DQ framework.

Scaling Analytics, ML, and Customer 360

- Established ML enablement patterns including feature engineering standards, model-ready datasets, deployment integration within Databricks, and performance tracking to ensure production-grade AI capabilities.
- Designed and delivered the Customer360 Data Platform, enabling personalization, segmentation, and targeted marketing for B2C and B2B revenue streams.
- Built scalable features and model-ready datasets supporting forecasting, propensity modeling, churn indicators, and segmentation.
- Delivered ML models for attendance forecasting and customer propensity with accuracy reaching 95%, enabling optimization of marketing and showtime strategies.

Organizational Impact & Business Alignment

- Led evaluation and deployment of enterprise GenAI use cases, including conversational analytics agents integrated within Databricks, accelerating insight access and reducing analyst dependency.

- Led enterprise-wide adoption of governed Lakehouse datasets, enabling 12+ departments to self-serve analytics with reliable data assets.
- Partnered with security, governance, and compliance teams to enforce data access controls, lineage transparency, and production standards supporting responsible AI deployment.
- Directed a team of 12+ data scientists & data engineers, whose work contributed to an estimated $25M+ revenue impact in 2 years.
- Modernized reporting infrastructure, reducing BI development and maintenance effort by ~40%.

TD Bank Group   Toronto, Canada
Senior Manager, Data & Analytics   **Feb 2017 – Jan 2023**
Projects: *COVID Impact Reporting, Referral Scorecard, Estates Reporting Reforms, Ready Advice Campaign Performance Scorecard, Personal Banking Reporting Transformation, Technology Risk Reporting*

- Led multi-year initiatives supporting Personal Banking analytics, risk leadership reporting, and enterprise transformation programs.
- Contributed to TD's enterprise **Reporting Transformation**, preparing analytics platforms for cloud migration (Snowflake/Databricks architecture readiness).
- Directed cross-functional teams and coordinated alignment across Personal Banking, Wealth, Risk, and Technology business lines.
- Delivered predictive optimization model reducing retail fee waivers by **$500K annual cost savings**.
- Overhauled Estates analytics program, supporting business case approval for a **$50M operations transformation**.
- Supervised a team of senior analysts delivering scorecards, risk reporting, and enterprise program dashboards.

Infusion   Toronto, Canada
Technical Lead   **June 2014 – February 2017**
Projects: *MetLife Infinity, Samsung, Diageo, DOE (NY), Mirvish, Remax, Internal Reporting*

- Designed and deployed customer insights dashboards using Power BI and SSAS Tabular across multi-country rollouts.
- Built enterprise data warehouse and analytical cubes supporting real-time sales, ticketing, and customer analytics.
- Managed stakeholder alignment across 8 countries and delivered complex reporting solutions end-to-end.

Accenture | Avanade Technology Group.   Mumbai, India
Business Analyst   **July 2010 – December 2012**
Projects: *Accenture Cloud Computing Assessment Tool*

- Led design and deployment of cloud-based applications for Accenture's global cloud assessment platform.
- Defined use cases, workflows, and class diagrams; oversaw deployment automation that reduced cloud operating costs by **50%**.

EDUCATION
- **M.B.A. (Masters of Business Administration, Strategy & Operations)**
  Schulich School of Business, York University (Toronto, Canada)   **2014**
- **Databricks Certified Data Engineering Associate**   **2025**