Shivam Singh

Director, AI Initiatives

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SKILLS

AI & LLM

- OpenAI SDK, Anthropic SDK, LangGraph
- Agentic system design, RAG, MCP, Tool calling
- Prompt design, Embeddings, Vector search

Languages & Frontend

- Python, JavaScript, HTML5/CSS3
- React, VueJS, React Native

Backend & Data

- FastAPI, Django, Flask, Tornado, Falcon, Celery, Nginx
- ClickHouse, Elasticsearch, PostgreSQL, MongoDB, Redis, SQL

Cloud & DevOps

- AWS, Google Cloud Platform, DigitalOcean
- Docker, GitLab CI/CD

Marketing & Analytics

- Google Ads API, Meta Graph API
- Google Analytics 4, Power BI, Google Data Studio, Kibana

Leadership

- Engineering leadership, product strategy, technical roadmapping
- Client relationship management, commercial negotiation, account growth
- Hiring, mentoring, appraisals, budget ownership
- Vendor procurement, P&L familiarity, stakeholder management

SUMMARY

12+ years in software engineering and technical leadership, almost all of it in digital advertising and marketing analytics. Currently lead AI R&D and platform strategy at Lyxel&Flamingo, building an agentic AI platform for campaign analysis, governance, reporting, and workflow automation. Beyond engineering, I have owned full client relationships from prototype through commercial negotiation, and managed team hiring, appraisals, budgets, and direct infrastructure costs. Background is heavy on backend architecture and data infrastructure; the last two years have shifted toward agent design, memory systems, and production LLM workflows.

EXPERIENCE

Director, AI Initiatives — Jan 2025 – Present

Lyxel&Flamingo

- Set AI strategy and R&D direction for the company, introducing LLM powered agents and automated workflows across products and internal engineering.
- Built an agentic AI platform for campaign analysis, governance, reporting, and workflow automation, from architecture through production.
- Designed the underlying agent framework: memory, tool execution, async workflows, and integrations with outside sources like Reddit, Google Trends, and web search.
- Shipped an AI-powered social listening tool that pulls Meta Graph API data and scraped content to surface performance insights and recommend posting calendars.
- Scoped and leading development of an AI audit automation system, working directly with operations to map manual campaign analysis workflows and identify automation opportunities.
- Work closely with product and design on wireframes and UI/UX, translating business requirements into technical scope.
- Hire, mentor, and set technical direction for an engineering team of 10–20.

Leader, Products Team (Head of Technology) — Jan 2018 – Aug 2024

Lyxel&Flamingo

- Owned engineering for Weavr, a multi-tenant marketing analytics platform supporting large scale workflows across 100+ campaigns and 50+ data sources.
- Modernised the backend, consolidating a fragmented Falcon/FastAPI microservices layer into a single FastAPI platform via a strangler-fig migration, and moved analytics workloads from Elasticsearch to ClickHouse, significantly reducing infrastructure cost and improving query performance.
- Built pipelines ingesting millions of records a month from ad platforms and external sources, powering sentiment analysis on customer reviews and AI-driven audits of e-commerce listings for brand visibility.
- Owned client engagements end to end for Weavr, built the initial prototype, managed client relationships, negotiated contract structure as data volumes scaled, and grew the retainer from 0 to 20k USD MRR.
- Prepared quarterly estimates and managed PO cycles, including billable hours tracking via custom tooling, invoice documentation, and work proof reporting for the client.
- Managed team salaries, appraisal cycles, competency frameworks, and hiring end to end for the engineering function, working closely with HR and finance.
- Procured and managed vendor relationships for core infrastructure; negotiating limits, costs, and API access directly.
- Ran architecture reviews, sprint planning, and mentoring for 10–20 person team throughout.

Senior Developer – Full Stack — Sep 2015 – Dec 2017

Lyxel Labs Pvt Ltd

- Built a KPI dashboard for digital advertising metrics.
- Built a real-time bidding (RTB) system for ad auctions.
- Built a complaint-tracking tool for product feedback across online channels.

Assistant Systems Engineer — Dec 2013 – Aug 2015

TCS

- Built and maintained client applications, mostly on .NET, and handled production incident resolution.

EDUCATION

B.Tech, Computer Science & Engineering

Madan Mohan Malaviya Engineering College (MMMEC), Gorakhpur — 2009–2013