http://linkedin.com/in/varshashankar
https://vshanks.github.io/

Varsha Shankar
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HIGHLIGHTS

Product Management	Network Science	Python, R, Mongo, SQL, Linux
Strategic & Detailed thinker	AI & Data Science	EC2, S3, Spark, EMR, Jira, Invision
Machine Learning & Robotics	Published Researcher	Cross-functional communication

EMPLOYMENT EXPERIENCE

VP, Product   Dec 2020 – Current
Receptiviti   Toronto, Canada
Startup • Delivering psychological metrics from natural language

- **Managing end-to-end lifecycle** of flagship products (RESTful language psychology API and on-premise solution) and data strategy from idea to launch
- **Leading product discovery,** product strategy and MVP creation while coaching product owners through process
- **Overhauling customer success** and feedback mechanisms through client engagements achieving 7x subscription rate

Director, Product Innovation   Jan 2020 – Nov 2020
- **Led data pipeline** creation on Spark to ingest and featurize ~600GB natural language data
- **Innovated and prototyped** network model of collaboration metrics resulting in new product offering within 2 months

Technical Product Manager   Jun 2018 – Jan 2020
- **Created product roadmap and execution strategy** for enterprise B2B product launch
- **Managed engineering delivery** for $1M contract over 9-month development lifecycle
- **Derived team performance metrics** with 70% higher accuracy ensuring timely project delivery
- **Organized and supported** internal research journal club with data science and linguistics team

Product Management Intern   May – Aug 2017
IBM, Extreme Blue Internship, Watson Analytics   Ottawa, Canada

- **Managed team** of developers for concept-to-pitch of new product in Watson Analytics Business Intelligence software using natural language processing to discover novel data sources

Data Scientist   Mar 2016 – Jul 2016
GadflyZone India   Bangalore, India
Startup • Data-driven strategic consulting firm in chemicals sector

- **Architected machine learning stack and data strategy** as technical lead and incorporated model feedback
- **Architected and spearheaded machine learning** capabilities to generate strategic and market positioning recommendations with efficiency improvements of 90% and accuracy increase of 50%

Senior Data Science Engineer   Apr 2015 – Mar 2016
- **Innovated and launched** 5 context-based recommendation engines featured as core competency in client reviews
- **Designed skills assessment** package for technical recruiting and grew team to 2x as member of senior interview team

Researcher   Aug 2013 – Mar 2015
University of Pennsylvania   Philadelphia, USA
- Conducted research on brain connectivity analysis and community detection in autism spectrum disorder with MEG and DTI data and co-authored 3 conference papers
- Established and chaired weekly journal club for functional and structural brain imaging research group

Research Assistant   Sep 2012 – Aug 2013
- Implemented machine learning head detection with predictive gaze estimates using Kinect RGBD streams; Designed recording facility and conducted video data collection exercise for over 300 participants

Additional Experience

Researcher, Neuromorphics Lab, Boston University	May 2012 – Aug 2012
Senior Software Engineer, Yahoo! India	2009 - 2011

VOLUNTEER WORK

Project Lead for CSA and Spaced Ventures Capital Raising Seminar	Feb 2020 – Current
Spaced Ventures – Data science advisor	Jul 2020 – Dec 2020
Habitat Marte Space Analogue Mission – Participant & Invited Researcher	Jun 2020 – Sep 2020
Canadian Space Society – Society Engagement Manager	Oct 2019 – Current

EDUCATION

MBA   2018
Rotman School of Management, University of Toronto   Toronto, Canada
- **Academic**: Dean's List, GPA 3.78/4.0, GMAT 780/800
- **Creative destruction lab**: Co-founded space robotics company
- **Teaching Scholar** for >70 students in Statistics, Intro to finance, Data modeling and Managerial accounting
- **Notable Projects:** Sustainability strategy for BASF Canada, Predictive model for carbon scope emissions for Corporate Knights

Master of Science in Engineering, Robotics   2013
University of Pennsylvania   Philadelphia, USA
- **Academic**: GPA 3.97/4.0
- **Teaching Assistant** for > 120 students in Psychology department for Introduction to Cognitive Science
- **Notable Projects:** RASC-AL Robo-ops challenge 2012, Temporal dynamics of core periphery structure, 2D SLAM, 3D UKF orientation tracking, Autonomous robot hockey team, Finger flexion prediction from EEG

Bachelor of Engineering, Computer Engineering   2009
Delhi Technological University   New Delhi, India

AWARDS & LEADERSHIP

Rotman Lisa Hamann Award 2017	2nd place at Rotman Sustainability Innovation 2017
Rotman Scholar Award 2017	2nd place at Rotman Venture Capital Case Competition 2016
Rotman Roger L. Martin Entrance Scholarship 2016	1st place at Rotman Entrepreneurship Strategy 2016
Vice President Rotman Net Impact 2017-2018	Delhi Technological University Gold Medal Winner 2009

SELECTED PUBLICATIONS

- **Shankar, V.,** Rezende, J., Tejaswi K., & Ghazanfarinia S. (2020). Concept of a launch centre on Mars considering self-sustaining issues. 23rd Annual International Mars Society Convention.
- Ghanbari, Y., Bloy, L., Tunc, B., **Shankar, V.,** Roberts, T. P., Edgar, J. C., … & Verma, R. (2017). On characterizing population commonalities and subject variations in brain networks. Medical image analysis, 38, 215-229.
- Tunç, B., **Shankar, V.,** Parker, D., Schultz, R. T., & Verma, R. (2015, June). Towards a quantified network portrait of a population. In International Conference on Information Processing in Medical Imaging (pp. 650-661). Springer, Cham.
- **Shankar, V.,** Sherbakov, L., Galbraith, B., Sohail, A., Livitz, G., Gorchetchnikov, A., … & Versace, M. (2013, November). A co-robotic assistant capable of object selection and search via a brain machine interface. In 2013 6th International IEEE/EMBS Conference on Neural Engineering (NER) (pp. 1441-1444). IEEE.