Veda Konduru

AI Architect and Digital Strategy Leader | Predictive AI, ML, and Agentic Systems | Google Cloud Certified
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SUMMARY

AI architect and digital strategy leader who turns ambiguous business problems into a clear shape, a roadmap, and a working system. Self-driven and results-focused, with a systems view from data to decision and a record of taking ideas from vision to production. 20+ years across advanced-materials manufacturing, enterprise planning systems, and founder-led AI product building: founded and led VectorScient (2016 to 2023), delivering predictive AI to e-commerce, retail, and market-research customers with measured revenue, cost, and ROI results, and earlier served as Product Architect and Program Lead at Cabot Microelectronics (now Entegris), 2008 to 2015. Originator of the AIIR™ analytics framework. Google Cloud Professional Machine Learning Engineer; Professional Agentic Architect exam in progress.

CORE COMPETENCIES

- AI and digital strategy: roadmaps, standards, and use-case prioritization tied to business value and ROI
- Converting ambiguity into delivery: framing open-ended problems, defining scope and success measures, and building the architecture and roadmap to reach them
- Systems thinking and AI architecture: end-to-end design from data and models through APIs, governance, and adoption
- Managing AI and digital projects as products: scoping, delivery, and KPIs for adoption, model performance, and value
- Responsible and trustworthy AI: governance, data quality, security, model validation, and ethical use
- Predictive modeling, forecasting, generative AI, LLM applications, retrieval-augmented generation (RAG), AI agents, Model Context Protocol (MCP)
- Change management and AI fluency: driving adoption, mentoring, and teaching; invited speaker at 7+ industry conferences including MRMW, IIEX NA, and SampleCon
- Enterprise data and planning: data warehousing, demand forecasting, S&OP, supply chain, Oracle E-Business Suite
- Cross-functional and global program leadership with R&D, IT, finance, manufacturing, and supply chain stakeholders

PROFESSIONAL EXPERIENCE

Founder and Independent AI Builder | Intuition2Action | Aurora, IL (Remote) | 2023 to present

- Build and deploy predictive-ML and agentic AI demonstrations on Google Cloud and AWS that pair traditional machine learning with LLM reasoning. Live example: ecomdemo.veda-konduru.net, an ML-first ensemble where Claude handles edge cases and plain-language explanations (accuracy rose from a 31% baseline to about 72% in backtests on synthetic data). Source: github.com/vkonduru1/merchant-abc-analytics.
- Operate the intuition2action.net research and publishing platform and a personal retrieval-augmented knowledge engine (Claude and Gemini); author of 60+ essays on AI ethics, decision-making, and behavioral risk.

Founder, CEO, and Chief Data Scientist | VectorScient | Aurora, IL | 2016 to 2023

- Founded and led an AI product company end to end (architecture, engineering, hiring, go-to-market) after teaching myself machine learning. Won the first paying customer in late 2017 and grew to eight paying customers across e-commerce, retail, and market research. Bootstrapped for 7+ years with no outside funding, generating $1.1 to $1.2 million in lifetime revenue, averaging roughly $200,000 to $250,000 a year across the core years (2018 to 2022).
- Designed AIIR™ (Analysis, Insight, Interpretation, Recommendation), a proprietary framework that turns raw event data into predictors and decisions, and led the two-person team that built it and enhanced it continually. Applied it to a roadmap of AI use cases ordered by effort and time to value.
- Architected proprietary AI IP and shipped it as production systems: the PredictAlly™ predictive-marketing cloud (including a free-tier Shopify app), a market-basket-analysis engine, demand-forecasting and price-elasticity engines, and R&D prediction analytics.
- Market research (global online panel provider, 6M+ panelists, 36 markets): delivered predictions by API into the client's platform plus an Incentive Elasticity API so their own teams could configure market-level thresholds. Results over a 3+ year program: peak response and completion rates of 16% to 22% against a 7% to 9% baseline, about 50% lower panelist-acquisition cost, and about a 60% increase in combined yield (response rate times completion rate).

- Retail results with PredictAlly™: for one retailer, a 41% revenue increase and 14X ROI from retention targeting and a 45% revenue increase and 30X ROI from reactivating dormant customers (about 17,000 reactivated); for another, a 22% revenue increase within 30 days of launch.
- Directed a distributed team of freelance data engineers and Python developers; presented at Chicago AI Days and MRMW; produced an 18-installment talk series that turned analytics into teachable frameworks.

Product Architect and Program Lead | Cabot Microelectronics (now Entegris) | Aurora, IL | April 2008 to March 2015

- Advanced from PL/SQL developer (2008) to Product Architect (2011) and Program Lead (2013) in the Oracle E-Business Suite environment of a global advanced-materials manufacturer (ASCP, Demantra for demand forecasting, Hyperion for financial planning and accounting).
- Led the company-wide Oracle E-Business Suite upgrade to R12 across all core modules: an 8 to 9 month program with a planned multi-day production cutover and a 120-member team reporting to me.
- Architected Shipping Manifest, a custom module integrated with Oracle E-Business Suite, and owned solution blueprints for demand forecasting, S&OP, and Financial Planning and Accounting.
- Led the restructuring of an unstable legacy datamart, built by outside consultants, into a data warehouse integrated with Oracle E-Business Suite reporting. The datamart held continuous Laboratory Information Management System (LIMS) data for slurry and pad R&D.
- Evaluated big-data platforms in 2014 to modernize analytics. Recognized as the team's go-to "intrapreneur"; awarded restricted stock and multiple Attitude of Gratitude awards nominated by large IT and business teams.

Earlier: Technical Programmer, Walgreens, Deerfield, IL, 2007 (enterprise programming on Unix systems).

TECHNICAL SKILLS

- **Languages and data:** Python, R, SQL, Oracle PL/SQL, Java, C, C++; PostgreSQL, BigQuery, Oracle RDBMS, data warehousing
- **AI and ML:** predictive modeling, forecasting, RAG, vector search (Qdrant), agentic workflows, MCP, Claude and Google Gemini APIs
- **Cloud and applications:** Google Cloud, AWS EC2, Docker, Nginx, Git, Vercel, Cloudflare, FastAPI, React, Unix and Linux
- **Enterprise systems:** Oracle E-Business Suite (ASCP, Inventory, Purchasing), Demantra, Hyperion

CERTIFICATIONS AND EDUCATION

- Google Cloud Professional Machine Learning Engineer, 2026 (Credly badge); Google Cloud Professional Agentic Architect, exam in progress
- Oracle Certified Professional (OCP), 2006; Sun Certified Java Professional (SCJP), 2003; Machine Learning coursework, Stanford Online, 2015
- Master of Computer Applications (MCA), Osmania University, Hyderabad, India, 2002; Bachelor of Science (Mathematics, Physics, Statistics), Osmania University, 1999