KARTIK IYER

Product, Data & AI Transformation Leader

25 yrs enterprise delivery · €350M+ restructures · NEN / CEN-CENELEC JTC 25

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> **Structure before intelligence. AI fails at the data and domain layer, not the model layer.**
> For 25 years I have defined core business entities — customer, legal entity, contract, supplier — and enforced those definitions across enterprise systems.

EXECUTIVE PROFILE

At APM Terminals (Maersk), I own the product vision, strategy and roadmap for Master Data Management across five enterprise domains, delivering through a global team in the Netherlands and India. Previously, I spent 12 years at SITA (Paris, Pune) leading enterprise restructures, supplier governance and automation, preceded by global service transitions at Infosys.

I connect business problems, governed data and multi-platform architecture so that downstream systems — and the AI built on them — operate from shared definitions. Alongside my day role, I build working applied AI tools and contribute to European standards on automated compliance and verifiable audit trails for data and AI.

APPLIED AI — SHOWN, NOT LISTED

Product leader, not a production ML engineer

My AI fluency is evidenced by working tools rather than a keyword list:

WORKING PROOF	WHAT IT DEMONSTRATES
Chartr — Domain & ROI charter engine	Deterministic domain & ROI modelling (built with AI, zero runtime LLM guesswork)
AI R.I.T. — Responsible AI & EU AI Act workbench	EU AI Act risk-tier classification, stakeholder impact, guardrails & accountability
DataRadar — EU procurement & concentration intelligence	Retrieval over public datasets, entity resolution, evidence-backed outputs
Automated Compliance & Verifiable Audit Trails (Zenodo DOI, Apache 2.0)	Policies executed as machine-checkable rules with signed audit records; contributed to NEN / CEN-CENELEC JTC 25

Concepts applied: LLMs · RAG · embeddings · tool calling · prompt design · evaluation · guardrails · human-in-the-loop

PROFESSIONAL EXPERIENCE

Product Manager – Master Data Management | APM Terminals (Maersk), The Hague — Jun 2022 – Present

- Own product vision, strategy and roadmap for enterprise MDM and governance across five domains (Customer, Supplier, Finance, Asset, Inventory), balancing platform build, migration, integration, operating model and adoption.
- Built the governance and assurance capability from scratch: Governance Hub, data-quality rulebooks, Power BI maturity and DQ dashboards, and exception management. **Raised clean-record quality by 35%.**
- Replaced manual MDM reporting with automated ServiceNow workflows (**~50 hours/month saved**) and delivered **33% FTE efficiency** through Lean and standardisation.
- Lead Customer Master Data as an enterprise digital product — discovery, requirements, build, integration, pilot, rollout and BAU transition — translating commercial and revenue needs into data models, stewardship boundaries and rollout priorities.
- Shaped integration controls across CRM, Pricing, CLM, Billing, ERP, TOS, GEMS (Global Entity Management System), portals and analytics — working with engineering on APIs, PostgreSQL, SharePoint/Graph, caching/eTag logic, validation gates, privacy controls and audit trails.

- Align Commercial, Finance, Revenue Management, Architecture, Engineering and Terminal leadership on shared definitions; coached a team member to build a Python/OCR document-validation tool for customer onboarding.

Senior Project Manager & Programme Manager | SITA, Paris & Pune — Jan 2010 – May 2022

- **Senior Project Manager (Paris, Jan 2020 – Apr 2022):** Led **€350M+** enterprise Customer, Legal-Entity and Product Portfolio restructures across integrated finance, billing, legal, HR and ERP systems, protecting invoicing and financial integrity throughout.
- **Programme Manager (Pune, Jan 2010 – Dec 2019):** Governed multi-country service operations (300–500+ FTEs) and **~USD 20M annual supplier spend** across ~35 contracts — negotiations, SLAs/KPIs, service reviews and escalations.
- Shaped and delivered a **17-use-case RPA programme** (including Procure-to-Pay automation) and contributed to SITA's Foundational Enterprise Data Model.

Founder | Liquid Café, Pune — Nov 2007 – Nov 2009

- Founded and ran an independent health-food café from scratch, with direct ownership of daily P&L, sourcing and staff.

Project Manager | Infosys BPO, Bangalore & Sydney — May 2003 – Oct 2007

- Led Cisco's **13-country APAC HR Shared Services** transition from Sydney (2005 – Dec 2006) and British Telecom UK-to-India transitions from Bangalore (2003 – 2005).
- Managed client-facing BPO operations teams of **100+ people**; delivered a **40% operational cost reduction** through disciplined transition, KPI governance and process improvement.

Operations Management | Patni, Mindbank & Wipro, Delhi NCR — 2000 – Apr 2003

- Built foundations in operations management, QA and reporting teams, and soft-skills training.

CORE COMPETENCIES & PLATFORMS

Product & Governance	Product vision & lifecycle, enterprise MDM, data-governance & stewardship operating models, SAFe, Lean Six Sigma, ITIL
Architecture & Data	Canonical data modelling, API & service-layer integration, validation gates, audit trails, PostgreSQL, SharePoint/Graph
Platforms & Cloud	ERP, CRM, Pricing, CLM, Billing, TOS, GEMS, ServiceNow, Power BI, GCP, Azure ecosystem (exposure)

EDUCATION, CERTIFICATIONS & STANDARDS

Education	B.A. Economics & History — University of Delhi
Certifications	Six Sigma Black Belt (International Six Sigma Institute) · SAFe 4 Agilist · ITIL v3 Foundation · Google Cloud – Generative AI
European Standards	Registered NEN expert (NC 381 525) & CEN-CENELEC JTC 25 committee member (Data Spaces, Data Management & Governance), in a personal capacity