

MAXIM AFANASYEV

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SUMMARY

Senior leader of leaders in AI and Product Management, with 20+ years of experience and proven track record in academic research, management consulting, technology and financial services industry. Own Google Cloud strategy in Industries in APJ and act as a bridge between Google engineers and researchers, partners, sales teams and industry needs to ensure Google brings relevant novel Agentic AI capabilities to its clients, and monitor adoption and benefits from these capabilities. Lead solutioning and partner with sales, system integrators, regulators and industry associations on technology innovations to deliver 60%+ YoY cloud platform revenue growth for 3+ years.

Advisor to C-levels of major companies in APJ on Industry trends, Human-Centered AI and approaches to AI Transformation. Before Google, have been leading large global AI engineering and transformation teams (200+ people with \$100+mn budgets) to build and deploy innovative AI solutions, deliver AI adoption strategies and unlock business value with new technologies across industries, both as an employee and as a consultant. Started career in coding neural networks and worked at leadership roles for major companies in Asia, Europe and North America.

Adjunct Associate Professor in AI at National University of Singapore. Stanford University PhD in Operations, Information and Technology. Academic research focused on AI Economics, Human-Centered AI and AI Transformations. Thought leader on development and adoption of AI solutions powered by Agentic AI and emerging technologies tailored to achieve business goals for FSI and other industries. Speaker at industry and academia conferences.

CAREER

GOOGLE CLOUD

Singapore, Jul 2022-Current

Financial Services Industry Lead for APJ at Global Solutions, GTM and Industries Team

Member of Global Strategic Industries team with responsibility for Financial Services Industry in Asia Pacific and Japan. Deep understanding of market dynamics, client needs, competitive landscape, emerging trends and opportunities to differentiate with AI innovations. Accountable for planning, execution, advocacy and connecting AI technologies with clients' business priorities.

Directly own relations and lead discussions with C-levels, technical and non-technical, at major financial institutions and partners on industry changes and best practices to solve for business goals leveraging data, LLM and cloud innovations. The AI value proposition developed and propagated for long term relations with clients has empowered FSI, the 2nd largest industry for Google Cloud by revenue to grow 2x of overall Google Cloud growth across industries for 3 consequent years in the region.

Co-owner of Industry Strategies for Google Cloud globally. Identify target FSI customers segments and their needs, define sales plays to scale AI products, determine AI product adoption chains and align engineering priorities. Collect customer feedback and influence Global Solutions and Sales Teams to incorporate FI's priorities, strategic value propositions, AI innovations, Google's differentiations and industry-specific capabilities. As the only member of Regulated Industries Team based in JAPAC, support industries which have US-only coverage, such as Healthcare and Life Science, Automotives and Manufacturing. Google Cloud's thought leader on AI for Industries in JAPAC.

Represent Google at AI Governance regulatory policy working groups, such as Project MindForge and GCFFC

DATAROBOT

Singapore, Aug 2021-Jul 2022

Director, AI Success

Responsible for consulting services, solutions engineering and AI use cases' implementations for strategic clients in Asia

- Talent Development & Coaching: Mentored and upskilled technical teams of consultants and data engineers, equipping them with the solution-selling and architectural presentation skills required to deliver enterprise-grade cloud transformations.
- Solution Innovation: Architected end-to-end AI transformation journeys, priority solutions and governance frameworks for a \$17B Indonesian conglomerate, directly converting technical implementation into a 20%+ revenue uplift.
- Enterprise Architecture: Guided architectural discussions for a \$14B Southeast Asian bank to integrate MLOps capabilities into legacy Databricks and Azure infrastructures, successfully scaling monitoring 600+ distributed AI models and systems across 20 markets

Solutions co-developed with Malaysian bank and Singapore government received the Asset Award and Stevie Gold Medal as AI best practices.

STANDARD CHARTERED BANK

Singapore, Sep 2019-Aug 2021

Managing Director, Global Head of Data Analytics and AI

Responsible for AI and cloud transformation of US\$11bn corporate banking business operating across 50+ markets.

Managed large engineering and product teams, both internal and contractors.

- Technical Management: Transformed siloed, distributed data science units into a cohesive, high-performing engineering and architecture department, incorporating modern agile software development methodologies.
- Distributed Platform Design: Directly managed design and implementation of a bank-wide, real-time AI and data lake platform hosting 20+ automated lifecycle engines deployed across 50+ markets. Delivered first AI engine on cloud (AWS) at the bank.
- Change Management & Adoption: Developed executive interaction and technical training programs for 8,000 relationship managers, shifting the enterprise culture to view cloud technology as a primary business value driver.

MCKINSEY AND COMPANY

Barcelona, Spain, Aug 2017-Aug 2019

Advanced Analytics Leader

Established and led AI Translator Practice Area at McKinsey Digital. Onboarding and training internal technical resources while generating benchmarks, best practice solutions and high-value customer-facing guidance. Direct engagements with top clients on translating AI innovations into business use cases across industries. Some large-scale technical consulting engagements which managed:

- Increased by 20% revenue growth for a global telco by delivering CVM transformation for its retail division. Set vision, managed roadmap and prioritization, translated business needs into technical terms, built data infrastructure, delivered MVPs to validate hypothesis, established E2E lifecycle management, aligned business, technology and data teams to validate, measure and industrialize AI insights.
- Reduced churn by 14% and grew revenue by 7%+ within 6 months for a global bank by redefining data governance and embedding AI into distribution ecosystem, upsell/cross sell, churn prevention and 1-2-1 pricing use cases.
- Improved salesforce productivity by 15% for \$10bn multinational diversified group by building and launching AI capabilities integrated with CRM and digital channels across 10+ markets. Identified key client journeys, evaluated gaps and implementation options, aligned internal stakeholders and vendors and managed critical stages of delivery, sales culture transformation and adoption across 26,000 employees.

ARDENCRAIG CONSULTANTS, Asset Management and Consulting

London, UK, Jul 2011-Jul 2017

Chief Analytics and Research Officer

Built and managed global Team of 20+ AI technology and private equity professionals that partnered with top hedge funds and consulting companies to co-invest and deliver AI/ML transformations to portfolio companies. Engaged with Board-level stakeholders on AI strategies and capabilities.

ROYAL BANK OF SCOTLAND

London, UK, Nov 2008-Jun 2011

Vice President, Exotic Derivatives Trader

Joined to establish and manage dynamic strategies desk within Global Banking and Markets. Dynamic Strategies grew up from a pilot initiative to the largest derivatives business of GBM within 2 years. Promoted to Vice President ahead of schedule.

EDUCATION

STANFORD GRADUATE SCHOOL OF BUSINESS

PhD in Business Administration, 2008

- Operations, Information and Technology. Completed 1 year ahead of schedule.

STANFORD UNIVERSITY

MS in Financial Mathematics, 2006

MOSCOW STATE UNIVERSITY

MS in Applied Mathematics and Computer Science, 2002

- Neural networks and evolutionary algorithms.

PROFESSIONAL DEVELOPMENT

- Executive Master in Positive Leadership and Strategy, Instituto de Empresa, Madrid, Spain (2016-2019)
- CFA Level 2 (2016), FCA CF30 (2008, UK)
- Sun Certified Programmer for Java 2 Platform (2000)