

SHAAMINI KRISHNAN

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EDUCATION

Ivey Business School, Western University | London, ON Sep 2025 – Dec 2026
MSc in Management (Digital Management)

- Graduating December 2026, available from January 2027. Ivey MSc Admissions Scholarship, \$10,000.

SolBridge International School of Business | Daejeon, South Korea Mar 2019 – Feb 2023
BBA, Marketing

- GPA 4.34/4.5. Full merit tuition scholarship all four years. Beta Gamma Sigma.

EXPERIENCE

Ivey Digital Innovation Studio (IDIS) | London, ON May 2026 – Jul 2026
Digital Innovation Consultant. Three three-week client engagements, with CIBC, Y.O.U. and SAS.

- Won CIBC's New Banking Opportunities challenge by identifying an unserved market gap and proving it with primary research across 105 Canadians and Interac payments data.
- Built the CIBC business case on infrastructure the bank already owns, then presented the problem and the solution to executives at CIBC Square.
- Reframed the brief at Y.O.U., a youth services nonprofit, from the symptom they had named, poor staff communication, to the problem underneath it: the young person in care could not see their own file.
- Designed the first interface letting those young people see their own housing plan and goals, reusing licences the nonprofit already held to hold cost near \$20K a year against an \$80K+ CRM.
- Designed a route-risk product for SAS that complements its analytics business, turning Canada's National Collision Database into explainable road-environment signals so an underwriter can defend a price rather than resting on postal code.

Bioneer Corporation | Daejeon, South Korea Feb 2024 – Sep 2024
Regional Manager (Associate), India and Nepal. Korean biotech. Worked on site entirely in Korean.

- Ran go-to-market strategy for India and Nepal, engaging 20+ stakeholders across three countries and signing four local intermediary partners in Nepal.
- Analysed financials, the competitor landscape and market trends off historical sales data and government incentive structures.
- Presented the entry case to the C-suite, and the analysis informed the decision to enter through a subsidiary rather than dealerships.
- Coordinated risk assessments with officials at India's National Centre for Disease Control, visiting their offices to streamline regulatory approvals.

SELECTED PROJECTS

Liam | AI advisor for CGS Advisors | Product and design lead Apr 2026

- Won first place at the Ivey MSc Hackathon (Consulting Track) by designing an always-on advisor a consulting firm deploys into its clients' own Google Workspace, and CGS extended the engagement into an Advanced Field Project now running.
- Built a governor agent that scores every response for confidence, scope and risk and pulls in a human partner when one fails, and prototyped the five-agent system end to end with AI coding tools.

Diveln | AI marketing system for Okeanos Pools | Product and architecture lead Mar 2026

- Prototyped a 15-agent marketing system for a two-person company with no marketing function, drawing the automation line by risk so routine actions run alone and anything touching reputation waits for a person.
- Wrote the 711-line specification the whole build reads from, so the system argues from the business instead of improvising.

S.A.L.T. Animal Rescue | Records system for a volunteer-run charity | Data modelling Mar 2026

- Designed the relational data model and built the MySQL database for a charity rehoming 200+ cats a year on paper binders, structured around the volunteer-hour reporting they file for grants and the CRA.

SKILLS

Data and tools: SQL/MySQL and relational data modelling, Tableau, Microsoft Power Platform (Power Apps, Power Automate, Copilot Studio, Dataverse), Excel

Prototyping and automation: Claude Code, Cursor, Claude, ChatGPT, n8n, Zapier. I spec and prototype working systems with AI coding tools rather than writing production code

Languages: English (IELTS 8.5), Tamil (native), Korean (TOPIK 5, full professional)

Awards: Winner, CIBC New Banking Opportunities Challenge | First place, Ivey MSc Hackathon, Consulting Track | Holding Complexity Award, Innovation North x ATCO national final | Finalist, Ivey Digital Innovation Case Competition at PwC Toronto