

Qazybek Beken

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AI Product Manager · Applied AI, Product Strategy & Data

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EDUCATION

University of California, Berkeley, School of Information

Aug. 2025 – May 2027

Master of Information Management and Systems (MIMS)

Berkeley, CA

- Bolashak International Scholar (fully funded government award). Coursework: Product Design Studio, UX Design.

University of Oxford, Saïd Business School · Oxford AI Programme (89%, top 5 in cohort)

Sep. – Nov. 2023

EXPERIENCE

Guidant Financial

Jun. 2026 – Aug. 2026

Data & AI Solutions Architect

Bellevue, WA

- Defined Greenlight, an AI-assisted validation product for regulated retirement-plan data: deterministic controls decide first, AI handles only the residue, and governance and cost limits were agreed before build.
- Built the Salesforce exit business case: application dependencies, target architecture and the licensing cost of migration.
- Introduced an agentic software-delivery workflow across 12 repositories: agent-generated code passes independent verification before merge.
- Reframed monitoring across 10 .NET applications around customer impact rather than machine symptoms, backed by an AI observability service on Azure OpenAI that investigates anomalies.
- **Cut Azure infrastructure cost 15%** through AI-assisted analysis of autoscaling inefficiencies.

Alatau City Authority

Feb. 2026 – Jun. 2026

Data & AI Strategy Consultant

Alatau, Kazakhstan

- Shaped the Data & AI strategy for an AI-native smart city: authored the Development Plan, Operations Manual and executive presentations, and benchmarked global practice to choose the roadmap and priority use cases.
- Designed frameworks for city data ownership, data sharing, AI governance and public-private data collaboration.

UC Berkeley Deep Tech Innovation Lab (Haas School of Business)

Aug. 2025 – Dec. 2025

Deep Tech Commercialization Strategist (course-based team project)

Berkeley, CA

- Developed the commercialization strategy for Magnefy, an AI fault-detection startup for power transformers: mapped customer segments and ran discovery interviews on pain points and willingness to pay.
- Assessed the patent landscape and freedom to operate, weighed market-entry paths, partners and revenue models, and presented the recommended path to the founding team.

PwC

May 2022 – Aug. 2025

Data, Analytics & AI Lead (2025); Manager, Advisory (2022 – 2025)

Almaty, Kazakhstan

- Owned vision and delivery of an AI-driven location intelligence platform for a major retailer's international expansion: ran discovery workshops with C-suite stakeholders and presented rankings of 320+ candidate sites.
- Drove the full lifecycle of a data platform for a digital product company: requirements across 4 business units, roadmap prioritization, and self-service analytics that **cut manual reporting 60%**.
- Led the data due-diligence workstream of a **\$176.4M fintech transaction** across 10+ source systems; the risk assessment informed the acquirer's final investment decision.
- Built the ROI case and secured executive buy-in for a predictive-maintenance product in mining and metals; once delivered, it **cut unplanned downtime 25%**.
- Led the Data, Analytics & AI practice (teams of 10–15, mentored 13, trained 30+); authored proposals and SOWs that secured international clients and led a \$1M+ proposal to a Canadian technology company. Rating 1 (Outstanding).

Media.Monks (S4 Capital)

Oct. 2020 – Apr. 2022

Data Scientist

Singapore

- Trained and deployed 6 production ML models (propensity scoring, segmentation, attribution) for telecom, automotive and marketplace clients across Southeast Asia, **lifting marketing ROI 30% and conversion 11%**.
- Defined the measurement strategy for a Salesforce-to-Google Analytics integration (event taxonomy, attribution logic) that **raised marketing-attributed revenue 15%**.
- Partnered with Google on segmentation models and dashboards for major cosmetics brands, **improving retention 18%**.

PwC

Jun. 2019 – Sep. 2020

Associate, Advisory (Data & Analytics)

Almaty, Kazakhstan

- Found the bottleneck in a major bank's Asset Quality Review, scoped the fix and delivered an automated pipeline that **eliminated 1,000+ hours of manual work**; Employee of the Quarter 2019, annual rating 1 (Outstanding).

Earlier roles

2016 – 2019

- Co-Founder, Fractus, Seattle (2018–19): ML models and dashboards for Boeing, Starbucks and Algorithmica.
- BI Analyst, TSSP Distribution, Astana (2017–18): Tableau BI across 3 distribution centers; **overstock down 20%**.
- BI Analyst, Guidant Financial, Bellevue (2016): ML lead-scoring model; **lead-to-opportunity conversion up 28%**.

SELECTED PROJECTS

SmartPlay FPL · smartplayfpl.com

Jan. 2026 – Present

Founder, product and engineering

- Conceived, built and launched an expected-points product for Fantasy Premier League that runs unattended every gameweek (web app, sign-in, Discord bot); split it into a forecast and a decision tool so each can be trusted on its own.
- Published the model, training data (163,072 player-fixtures) and negative results so users can audit it; on matched walk-forward rows its ranking score is **0.610 against 0.532** for the game's own projections ([methodology](#)).

AirData.kz · airdata.kz

Feb. 2019 – Present

Founder

- Founded one of the first open-access air-quality platforms in Central Asia and grew it from a Global Shapers community project into an independent platform recognized by USAID, Google and StrategEast.
- Made open data the product: rebuilt it in 2026 to harmonize four networks (141+ reference stations, 139 sensors, OpenAQ, WAQI), keep every raw value for lineage, flag rather than drop suspect readings, and release daily.

OpenMind · github.com/qazybekb/openmind

Mar. 2026 – Present

Open-source MCP server for UC Berkeley students

- Identified a gap for students and shipped a read-only MCP server connecting bCourses to Claude, Cursor or ChatGPT (12 tools, 5 prompts); made the privacy model the product: read-only by construction, course allow-list, no telemetry.

Also built: Sapa, a prompt-quality tool (product vision, Figma spec, Next.js prototype) with a Qwen3-4B scoring model fine-tuned and evaluated separately; Loqui Loop, a Feynman-style voice tutor with Claude as the questioner.

LEADERSHIP & COMMUNITY

EUROBAK Digital Committee · Co-Chair, representing PwC

Feb. 2025 – Aug. 2025

- Led the digital economy agenda of the European Business Association of Kazakhstan, convening industry and government stakeholders on AI adoption policy.

Global Shapers Community · World Economic Forum; Member, Almaty Hub

Feb. 2019 – Jan. 2025

- Designed “103 Zhardem”, a service and product concept for ride-hailing-style ambulance dispatch to improve response times and resource allocation.

SKILLS & ADDITIONAL INFORMATION

Product: product strategy and roadmaps, PRDs, business cases and ROI models, customer discovery, C-suite and cross-functional stakeholder management, go-to-market, experiment design and metrics; Figma.

AI & data: LLM product design (RAG, fine-tuning, evaluation, agentic workflows and MCP), ML model lifecycle, data architecture and governance; Python, SQL, BigQuery, Tableau.

Awards: Chevening Scholar 2025 (UK government, under 2% acceptance); Google & StrategEast AI hackathon finalist 2024; Media.Monks Most Innovative Project 2021.

Writing: author of *Knowledge Graphs in Action* (self-published, 2026). **Languages:** English (fluent), Russian and Kazakh (native). **Interests:** 9-time Almaty Half Marathon finisher (sub-2 hours); soccer in an Oakland league.