

NEERAJ RAI

Senior Solutions Architect, Amperity · Customer Data & Identity · Clean Rooms · Cloud & AdTech

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PROFILE

Senior Solutions Architect at Amperity, the AI-powered customer data platform, with 15+ years across customer data, clean rooms, measurement, programmatic advertising, and enterprise solutions engineering. Designs how enterprise brands unify their customer data — data discovery, ingestion and integration, identity resolution, the customer 360, and activation into warehouses and marketing channels. Previously at Amazon Ads (2021–2026), leading data collaboration and first-party data programmes across EMEA for major CPG and Retail brands including Nestlé, Unilever, P&G, and LEGO.

EXPERIENCE

Senior Solutions Architect — Professional Services

2026 – Present

Amperity · London, UK

- Own end-to-end solution architecture for enterprise implementations of Amperity's AI-powered customer data platform, from data discovery to production.
- Lead data discovery sessions and design ingestion and integration strategy across customer source systems, cloud warehouses (Snowflake, Databricks), and activation platforms.
- Shape identity resolution and unified customer 360 design; build and tune production-grade customer databases and SQL for performance at scale.
- Advise customer data, marketing, and engineering teams on best-practice architecture, partnering with Solution Delivery Managers and Customer Solution Engineers to deliver on plan.

Ad Tech Consultant — Data Collaboration & Solutions

Aug 2021 – 2026

Amazon Ads · London, UK

- Led data collaboration strategy and solutions engineering for enterprise brands across EMEA — clean room architectures (Amazon Marketing Cloud, AWS Clean Rooms), first-party data activation, and measurement for Nestlé, Unilever, P&G, and LEGO.
- Ran technical pre-sales and discovery workshops: requirements gathering, solution scoping, platform demonstrations, and RFP/RFI responses for agency HoldCos and CDPs across EMEA.
- Acted as primary technical escalation point for complex integration issues; partnered with Product and Engineering on roadmap input and beta feature validation.
- Designed and implemented ETL pipelines and API-based integrations; wrote advanced SQL across clean room environments for custom measurement (MMM, MTA, incrementality, offline sales lift).
- Built enablement programmes, playbooks, and training adopted across EMEA; managed data partnerships with LiveRamp, Circana, and NielsenIQ for CPG and Retail measurement.
- Translated complex technical capabilities into commercial narratives for engineering audiences and C-suite stakeholders.

VP, Operations / Lead Solutions Engineer

Mar 2019 – Aug 2021

Dopamin Consultants / Advangelists · Pune, India

- Led solutions engineering, pre-sales, and technical account management across DSP, Ad Server, DMP, and programmatic exchange environments.
- Designed API-based integrations (Python, PHP) for audience data ingestion, campaign automation, and programmatic reporting across RTB systems.
- Built ETL data pipelines (Python, Shell scripting, MySQL) and automation frameworks; acted as escalation POC for complex technical issues.
- Produced architecture documentation, solution specs, and RFP responses; mentored junior engineers and drove operational improvements.

Lead Application Engineer

Mar 2013 – Mar 2019

Talentica Software · Pune, India

- Designed APIs and reporting systems for ad exchange platforms; built ETL workflows (Python, PHP, MySQL) for large-scale data ingestion, analytics, and KPI reporting.
- Bridged engineering and commercial teams through requirements definition, solution documentation, and client-facing technical delivery.

Software Engineer

Jun 2010 – Mar 2013

Atos India · Pune, India

- Developed enterprise data applications using Oracle SQL, PL/SQL, and Unix shell scripting; managed the full delivery lifecycle.

CORE SKILLS

Customer Data & Clean Rooms

- CDP (Amperity) · Customer 360
- Identity Resolution & Audience Activation
- Clean Rooms (AMC, AWS Clean Rooms)
- First-Party Data Strategy & Activation
- GDPR · CCPA · Privacy-by-Design

AdTech & Measurement

- DSP / SSP / DMP / CDP Ecosystems
- Programmatic Advertising & RTB
- MMM · MTA · Incrementality · OSL
- LiveRamp · Circana · NielsenIQ

Architecture & Engineering

- Solutions Architecture & System Design
- ETL / ELT Pipeline Design
- Advanced SQL & Data Modelling
- APIs (REST/JSON) · AWS · MySQL
- Python · Shell Scripting · PHP
- Linux/Unix · Agile Environments

Customer-Facing

- Pre-Sales: Discovery, Demos, RFPs, Scoping
- Technical Account Management
- Enablement, Playbooks & Documentation
- Stakeholder & Executive Presentations

CERTIFICATIONS

- AWS Certified Machine Learning Engineer – Associate
- AWS Certified Solutions Architect – Associate
- AWS Certified AI Practitioner
- AWS Certified Cloud Practitioner
- Amazon Marketing Cloud (AMC) Certified

EDUCATION

B.Tech, Information Technology

Malaviya National Institute of Technology, Jaipur · 2006 – 2010

INTERESTS

Cricket · Cooking · Reading · Travelling