

SERGEJS KAMINOV

ANALYTICS & BI LEADER | DIGITAL TRANSFORMATION | COMMERCIAL DECISION SYSTEMS

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LEADERSHIP PROFILE

Analytics and transformation leader with 15+ years of experience connecting data strategy, multidisciplinary delivery and commercial decision-making across payments, fraud, customer behaviour and multi-market marketing. Over five years of consulting, consistently led project teams of 15–25 - outsourced developers, project managers, analysts, technical specialists and client-side owners - through analytics transformation, KPI rollouts, payment and acquiring optimisation, and fraud-prevention implementation. Track record of aligning senior stakeholders, building trusted decision systems and moving complex programmes from diagnosis and business case to adoption and verified outcome. Delivered a unified analytics framework across seven countries, contributed to approximately 20% campaign-performance uplift and reduced payment-processing costs by approximately 10%. Alongside commercial work, publishes independent AI-safety research with open benchmarks, code and reproducible evaluation workflows.

15+ years

analytics and transformation
leadership

15–25 people

multidisciplinary project teams

7 markets

unified KPI and reporting rollout

~20% · ~10%

marketing uplift and payment-
cost saving

LEADERSHIP & DELIVERY STRENGTHS

Analytics strategy & transformation

Vision, roadmaps, operating models and adoption

Executive decision support

Board-level insight, commercial narratives and action loops

Commercial analytics

Payments, margin, fraud, CRM, forecasting and unit economics

AI-enabled transformation

Human-in-the-loop workflows, evaluation and verification

Team & delivery leadership

Project teams of 15–25 across analysts, developers, PMs and specialists

Data trust & governance

KPI definitions, validation, reconciliation and source-of-truth reporting

Modern analytics delivery

SQL, BigQuery, Looker, Tableau, Power BI, Alteryx and ETL/ELT

Commercial delivery

RFPs, supplier negotiation, outsourcing and outcome-based engagements

PROFESSIONAL EXPERIENCE

UFS Consulting Ltd | Founder & Principal Analytics Consultant | Mar 2020 - Present

- Led multidisciplinary project teams of 15–25 on analytics and business-transformation engagements, coordinating outsourced developers, project managers, analysts, technical specialists and client-side owners.
- Directed end-to-end programmes including analytics-function transformation, KPI-system rollout, card-acquiring optimisation, payments-operating-model improvement, and implementation of fraud-prevention and fraud-analytics capabilities for a large hotel network.
- Owned delivery from diagnosis and business case through roadmap, workstream design, priorities, governance, supplier coordination, acceptance criteria, adoption and outcome verification.
- Combined programme leadership with hands-on analytical architecture: BigQuery datasets, complex SQL models, reporting frameworks and validation across behaviour, payments, fraud, CRM and operations.
- Ran outcome-based engagements in which value had to be quantified and defensible; the wider delivery portfolio included approximately EUR30m invoiced in one year across multiple engagements, including subcontracted work.
- Led RFP development, supplier negotiation, outsourcing and operational-improvement work across online services, hospitality, retail, manufacturing and logistics.

TUI | Senior Analyst, Group Marketing | Nov 2015 - Feb 2020

- Led the design and rollout of a unified campaign-performance data, KPI and reporting framework across seven countries, replacing inconsistent local definitions with a group-wide source of truth.

- Aligned market, CRM, marketing and leadership stakeholders; integrated multiple data sources and automated recurring transformation and reporting workflows.
- Presented monthly performance insight to senior leadership and translated complex analysis into clear commercial priorities and actions.
- Built predictive models and optimisation analysis that contributed to an approximately 20% group-wide uplift in campaign performance.

Betfair | Data Analyst, Payments Analysis | Apr 2010 - Oct 2015

- Owned the analytics and reporting models used to steer card-processing operations, including forecasting, budgeting, transaction KPIs and automated management reporting.
- Partnered with Payments, Finance, Risk and Operations to define metrics, quantify trade-offs and investigate financial discrepancies at source.
- Analysed payment routes and interchange structures, delivering approximately 10% savings in processing costs.
- Identified and corrected a corporate-account referral-fee classification error that increased the company's reported profit margin from 10% to 11%.

EARLIER COMMERCIAL LEADERSHIP

Andrico | Key Account Manager | Feb 2007 - Jan 2010

- Led business development in Latvia through customer acquisition, product-placement negotiation, market analysis and CRM database development.

Nestlé Latvia | Regional Sales Manager | Jul 2004 - Jan 2007

- Led a team of 15 to consistent target delivery through KPI-led performance management, coaching, commercial negotiation and structured market analysis.

INDEPENDENT RESEARCH - AI SAFETY & RELIABLE AGENTS

- Develop and publish CRepair, an open benchmark and runtime intervention for detecting, repairing and verifying coherence failures in long-horizon AI-agent workflows.
- Design structured test scenarios, evaluation metrics, judge prompts, component ablations and cross-model replication studies; publish preprints, code and data through Zenodo, GitHub and ORCID.
- Research focus strengthens commercial AI adoption through a verification-first approach: measurable claims, explicit failure modes, human review and auditable recovery loops.

TOOLS & DOMAIN EXPERTISE

Analytics & data: SQL, BigQuery, Looker / Looker Studio, Tableau, Power BI, Alteryx, Spotfire, Excel, SAP BusinessObjects, SSRS, ETL/ELT, data modelling, metric layers, validation and reconciliation.

Commercial domains: Payments, interchange and margin optimisation, fraud and bonus abuse, customer behaviour, CRM, marketing performance, forecasting, budgeting, operational optimisation and supplier economics.

Delivery: Executive communication, stakeholder alignment, multidisciplinary project teams of 15–25, programme roadmaps, workstream governance, requirements, RFP development, supplier negotiation, outsourcing, Agile delivery, Git/GitHub working knowledge and Python/Colab for research and prototyping.

EDUCATION, CERTIFICATIONS & LANGUAGES

Education: The Baltic Russian Institute - Studies in Economics, specialising in Financial Management (2001-2004).

Certifications: UK Customs Academy - Customs Compliance Levels 2-4; NCFE Level 2 - Lean Organisation Management Techniques.

Languages & status: English fluent; Russian native; Latvian fluent. Full UK right to work and full UK driving licence.

SELECTED PUBLIC PROFILES

Portfolio: kaminovs.com | **Research:** orcid.org/0009-0004-1711-3455 | **Code:** github.com/kaminovs