

# SHELDON GOMES, CFA

AI Product Manager

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## SUMMARY

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AI Product Manager building eval-first financial intelligence on GCP. Shipping **RedInk** — anomaly detection that scores ~1,000 QQQ company-quarter filings using Robust Mahalanobis Distance, three-pillar conviction scoring, and LLM explanations gated by an 8-module evaluation suite. 15 years of enterprise product execution at Société Générale, including \$10B+ AUM systems and cross-functional delivery across three time zones.

## AI PRODUCT PORTFOLIO

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**RedInk — AI-Powered Financial Anomaly Detection** *AI Product Manager | 2025–Present | [tryredink.dev](https://tryredink.dev)*

- Surfacing earnings-quality concerns for junior equity analysts across the QQQ universe — scores ~1,000 company-quarter SEC filings and routes the ALERT cohort into a review queue with section-level dispute UI.
- Three-pillar conviction scoring on 8 financial features: Robust Mahalanobis Distance (Minimum Covariance Determinant) for statistical anomalies, Beneish M-Score for earnings-manipulation flags, and an MD&A narrative-alignment NLP layer; ALERT requires all three pillars to fire simultaneously.
- Designed and shipped an 8-module evaluation suite across three layers — Layer 0 input/coefficient/distribution checks (caught a never-committed sign-flip in Beneish coefficients that had inflated flag rates from 10% to 70%), Layer 1 deterministic output validators, Layer 2 binary LLM-as-judge for faithfulness, direction, and actionability.
- Converted actionability scoring from a 1–5 numerical rubric (4.9/5 average) to binary PASS/FAIL per Hamel Husain's methodology — surfaced a 42% failure rate where the model directed analysts to wrong filing sections; fix was a driver-to-section mapping table that dropped the failure rate by 41% in one iteration.
- Stack: Next.js + Tailwind on Cloud Run, BigQuery live connection, Firebase auth and Firestore for per-section "Challenge" feedback (silence = assent UX), PostHog for analyst-workflow analytics.

**QQQ Eval Suite — LLM Evaluation Framework** *AI Product Manager | 2025–Present*

- Evaluation harness for financial-anomaly explanations using Hamel Husain's binary PASS/FAIL/ABSTAIN methodology — claim-level evidence tracing against cited\_passage, 72-row golden dataset (37 ALERT / 20 FLAG / 15 WATCH), 93.2% judge–human agreement on a 20-trace calibration sample.
- Largest single-iteration faithfulness gain (3.23 → 4.30) came from a judge fix, not a prompt change — passing a quantitative\_inputs block to the judge alongside the cited passage; documented the "evals as the product spec" pattern that anchors release decisions.

## PROFESSIONAL EXPERIENCE

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**Product Manager | Société Générale | New York 2011–Present**

- Designed the index rebalancing and validation engine that enabled \$10B+ in additional AUM, replacing fragmented scripts with automated workflows and real-time alerting; reduced process failures and manual interventions by 90%.
- Led the redesign of client negotiation workflows, optimizing user-journey responsiveness and advisor engagement; drove \$50M+ in new trading volume.
- Designed a low-latency P&L analytics product that prevented \$10M in false P&L reporting in its first year and reduced reconciliation errors by 80%.
- Drove global adoption of the internal index management system, growing the user base 3x across Asia and Europe and consolidating region-specific processes onto a single cloud-based platform.
- Cut index-strategy launch time from 8 weeks to 2 by building automated trading-strategy onboarding tools integrated with real-time market feeds — \$1M annual savings.

**Associate | Bank of America | New York 2008–2011**

- Designed and deployed a Java reconciliation platform that standardized vendor data integration — improved data accuracy by 30% and accelerated financial reporting cycles by 40%.
- Promoted from intern to associate within two years for cross-team delivery and stakeholder communication on regulatory reporting workflows.

## EDUCATION & CERTIFICATIONS

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MS Computer Science, NYU, 2008 | BS Information Technology, Mumbai University, | 2005 CFA Charterholder, 2016

## TECHNICAL FLUENCY

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**AI/ML:** LLM evaluation frameworks, RAG Architecture design, system prompt design, Robust Mahalanobis Distance, Beneish M-Score

**Cloud:** BigQuery, GCP, Cloud Run, Vertex AI, Firebase, Cloud Storage

**Dev:** Python, SQL, TypeScript, Next.js, React, Tailwind CSS, Claude Code, Cursor, Git