benjamin.e.wolfe@gmail.com
202.709.6533

BENJAMIN WOLFE

linkedin.com/in/BenjaminWolfe
@BenjaminWolfe

Cross-functional data product owner and engineer with 15 years in the insurance space across marketing, product, and customer experience in personal and commercial lines. Equally at home writing code, establishing best practices, or building a data science team.

Munich Re Digital Partners — Data Scientist
January 2020–current

Data Product Management. Balanced the strategy, governance and implementation of all things data-related; facilitated conversations among all impacted partners and internal stakeholders. Established best practices and reduced technical debt.

Solutions Design. Developed a rating engine used by actuaries and PMs.

Data Engineering. Wrote, productionalized, and maintained data pipelines.

Esurance — Sr. Marketing Analyst; Manager, Data Science; Manager, CX Analytics; Lead CX Analyst
October 2011– December 2019

Innovation. Built a patent-pending, award-winning recommendation engine from concept through rollout in 43 states; oversaw the design and deployment of A/B tests. CoverageMyWay™ suggested coverage packages and add-ons in the online quote flow. My team and I coordinated cross-functionally with insurance product management, legal compliance, copywriting, UX design, development, and QA.

Leadership. Had the pleasure of leading 2 talented teams over 6 years. One was in person, one remote. Hired and onboarded 6 data scientists and analysts, mentored 10, advocated successfully for 8 promotions. Championed consistent data science best practices: version control, reproducibility, peer review, documentation, a code cookbook and style guide, and an enterprise R package.

Customer Experience. Set up customer listening posts to watch for pain points: surveys, clickstream traffic monitoring, social media and public reviews. Analyzed issues of relevance to customers and CX stakeholders, like sources of friction, drivers of call volume, and the expected impact of planned rate increases.

Farmers Insurance Group — Marketing Analyst
October 2006–October 2011

Reporting. Ran all recruitment and promotion tracking for a regional marketing office before graduating to national projects. Automated spreadsheets, web-scraping data collection, and email campaigns.

Data Project Lead. Our initiative gathered several critical KPIs into a broad, integrated view of the agent and district. I researched data sources and providers, conveyed findings to executive leadership, and orchestrated & coded all data flows.

Technical

- *Web Frameworks*: Hugo, Django, Flask
- *Web Analytics*: Heap Analytics, GA
- *Data Science, ML, ETL*: Tidymodels, Tidyverse, Pandas/Numpy, Airflow, Docker
- *Data Visualization*: Tableau, Looker, Shiny
- *Databases*: Snowflake, Redshift, MS SQL
- *Rules Engines*: JBoss Drools
- *Languages*: Python, R, SQL, HTML/CSS/JS/Sass

Strengths

Resourceful · Collaborative · Detail-Oriented Curious · Optimistic · Systematic

Patent Pending & Awards

Co-inventor: Apparatus & Method for Supplying Personalized Insurance Quotes. US Patent Application 14/681,931, filed 4/8/15.

CoverageMyWay™ was 1 of 8 InformationWeek Elite 100 Business Innovation Award winners in '15 and won Esurance a place in the Elite 100 in '16.

Published Work

The signs package on CRAN solves a problem of mathematical typography.

Education

- Wheaton College, Wheaton, Illinois
- Bachelor of Arts in Spanish & Philosophy
- Graduated with honors; advanced studies in Mexico City and Oaxaca

Spoken Languages

- English (native)
- Spanish (fluent)

Credits

CV styled with paged.js; design inspired by RStudio's pagedown package.