MARC STEPHANE, KENTSA HIOBI

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Education	**HARVARD UNIVERSITY, John F. Kennedy School of Government**	**Cambridge, MA**

Master in Public Administration in International Development

Relevant Coursework: Economic Development, Microeconomics, Macroeconomics and Econometrics at the level of First Year PhD in Economics.

COLUMBIA UNIVERSITY, Columbia Business School	**New York, NY**

Master of Science in Marketing, October 2011

Relevant Coursework: Marketing Research (MBA), Multivariate Statistics (PhD), Bayesian Statistics (PhD), Empirical models in Marketing (PhD), Experimental Design, New Product Development (MBA), Consumer Insights (MBA).

CATHOLIC UNIVERSITY OF CENTRAL AFRICA	**Yaoundé, Cameroon**

 Bachelor of Arts in Accounting and Finance, January 2008

Experience	**U.S. DEPARTMENT OF THE TREASURY**	**Washington, D.C.**
Summer 2015	**Graduate Intern – International Economist (May 2015 to July 2015)**	

Working alongside International Economists to assess Economic Development of African Countries and formulate Economic Policy Recommendation for Senior Treasury Officials

2012 – 2014	**ORACLE ANALYTIC FOUNDATION (RETAIL SCIENCE R&D)**	**Burlington, MA**

Junior Retail Scientist (January 2012 to August 2014)

- Built Regression and Choice models using MCMC methods to estimate Price and Promotion elasticities
- Implemented discretization algorithms for Consumer Decision Trees and Demand Transference Applications
- Reviewed SQL version of Price Elasticity Estimation codes to ensure conformity with Analytical Specifications
- Analyzed Software Product results and performed forecast accuracy investigations based on client's data

2010 – 2011	**COLUMBIA BUSINESS SCHOOL**	**New York, NY**

Project Assistant in the Marketing Division (September 2010 to May 2011)

- Built Models of Customer Behavior (RFM, Pareto/Negative Binomial Distribution Model) for a Tunisian Supermarket
- Conducted a market segmentation study to identify key customer segments for an injection molded plastic manufacturer
- Developed Models to help surgeons understand the effects of patients' pre and post bariatric surgery on weight loss

Summer 2006	**BANK OF CENTRAL AFRICAN STATES**	**Bafoussam, Cameroon**

Local Branch of the Central Bank for Central Africa States with approximately 100 employees.

Intern (April 2006 to June 2006)

- Reconciled accounts and inter-bank transactions (checks, transfers) for daily interbank settlement meetings.

Additional	**U.S. Citizen**, First Aid and CPR Certified.
Information	Programming experience in SAS, STATA, SQL, R, Mathematica; Familiarity with Java; Native French Speaker.

July 11, 2015

Dear Eleni,

I am writing to express my interest in the Data Modeler/Data Scientist position advertised on LinkedIn. Although I do not have a PhD, I believe that my advanced training in Statistics and Econometrics coupled with my experience working in a team of PhD-level Retail Data Scientists with Oracle make me a good fit for the position with Citi.

As a data scientist in Oracle's Retail Science Team, I utilized PhD-level research skills to analyze retailers' pricing and promotional activities. My role required a deep knowledge of, among others, the econometrics of panel data, consumer choice models, microeconomic theory of the consumer, as well as Bayesian methods. It also required a strong experience with statistical packages such as R and SQL. I developed algorithm prototypes for Bayesian discrete Choice Models (Multinomial Logit, Mixed and Nested Logit…), Fixed effects and Random Effects models, and Hierarchical models for applications such as Targeted Offerings or Regular Price Optimization. I also borrowed from the Data Mining and the Machine Learning Literature to build clustering algorithms or Hidden Markov Models to capture customer relationship dynamics.

Prior to Oracle, I received a rigorous and research-oriented training in Marketing at Columbia Business School, where I obtained a Master Of Science Degree. I took the majority of the quantitative PhD-level courses in the Marketing Department, including Analytical and Empirical models in Marketing, Bayesian Modeling and Computation, or Multivariate Statistics. In addition to my education at Columbia Business School, I also have a Master of Arts in Economics from the University at Buffalo, where I was initially enrolled in the 3 semesters MS in Applied Micro-Econometrics Track before leaving to attend Columbia University. Through diverse projects, I developed mastery of important SAS procedures such as Proc IML for multivariate analysis or Proc MCMC for Bayesian estimation such as the Hierarchical Poisson regression.

I left Oracle to attend Harvard University, where I received a Full tuition Fellowship to study Economic Development. My goal was to acquire the skills that would enable me to find solutions to poverty and economic issues faced by developing countries. However, due to family priorities, I am looking for full time opportunities that will leverage my skills in Economics, Statistics and Marketing to contribute to the success of a data-driven and consumer centric company such as Citi. To provide you with more background and a list of relevant coursework and projects, I have added a copy of my resume to my application. I hope to have the opportunity to discuss my qualifications with you further.

Thank you very much for your time and consideration,

Stephane Kentsa Hiobi