



## ABOUT ME

Passionate Industry Analyst with nearly a decade of experience in developing insights and solutions for complex industry and business challenges. Driven to further explore Data Science and AI to drive innovation and technology-driven solutions.

## LINKS

**LinkedIn:**  
<http://www.linkedin.com/in/fernando-matias-gonzalez>

**GitHub:**  
<https://github.com/FernandoMatiasGonzalez>

## SKILLS

### STATISTICS AND DATA VISUALIZATION

Descriptive & Inferential Statistics, Exploratory Data Analysis, Seaborn, Matplotlib, Tableau, Power BI

### MACHINE LEARNING

Dimensionality Reduction, Clustering, Regression, Classification, Decision Tree, Random Forest, Boosting, Time Series Analysis, Recommendation Systems, Graph Network Analysis, Numpy, Pandas, Scikit-learn, Matplotlib

### DEEP LEARNING

Neural Networks, Image Recognition, Natural Language Processing, Tensorflow, Keras

### DATABASES

SQL, Excel

### BIG DATA

Hadoop, Hive, Apache Kafka, Storm, Spark

## EDUCATION

### APPLIED DATA SCIENCE PROGRAM

Massachussets Institute of Technology, MIT / 2023

### MIHMEP - MASTER IN INTERNATIONAL HEALTHCARE MANAGEMENT, ECONOMICS AND POLICY

SDA Bocconi / 2014

### INTERNATIONAL PHD IN PHILOSOPHY

Universidad de Murcia / University of Exeter / 2012

### MS IN CONTEMPORARY THOUGHT

Universidad de Murcia / 2009

### MS IN SOCIAL SCIENCES

Universidad Nacional de Quilmes / 2007

### BA IN LAW AND SOCIAL SCIENCES

Universidad Nacional de Tucumán / 2005

## LANGUAGES

ENGLISH

ITALIAN

SPANISH

FRENCH

GERMAN

## AWARDS & HONORS

### AMONG TOP PERFORMERS

Among top performances in all degrees earned / with special honors: including at MIT, SDA Bocconi, University of Murcia/Exeter, among others.

### FELLOWSHIPS AND PRIZES

It was awarded fellowships, grants and other financial support from AECID, SDA Bocconi, National Agency for Scientific and Technological Research, among others.

# FERNANDO MATIAS GONZALEZ

INDUSTRY ANALYST: DATA SCIENCE AND ANALYTICS

Viale Corsica 16, Milan, 20137, Italy

+39 349 6541175

fernando.gonzalez@bocconialumni.it

## PROJECTS

Loan Default Prediction Using ML And AI

### Notebook Path: Loan Default Prediction

- Created a model to predict loan defaults for a retail bank.
- Optimized, feature-engineered, and compared key models: Logistic Regression, Decision Tree, Random Forest, KNN, XGBoost, LDA, QDA, SVM, and ANN.
- Maximized recall while balancing precision to optimize the cost-benefit ratio.
- Recommened deploying a Decision Tree Tuned Feature-Selected model, which would drive an estimated 1.8 million dollars in annual savings.

Predicting Lead Conversion Using ML

### Notebook Path: Predicting Lead Conversion

- Developed a model to identify leads likely to convert to paid customers for an EdTech startup.
- Achieved an 89% recall with an optimized Random Forest model, enhancing marketing strategies, operational efficiencies, and overall business performance.
- Provided advanced recommendations to enhance business strategy.

FoodHub Order Data Analysis

### Notebook Path: FoodHub Order Data Analysis

- Conducted in-depth analysis of orders for a food aggregator, transforming raw data into actionable insights.
- Leveraged exploratory data analysis, feature engineering, and data visualization using Python libraries to uncover key insights on demand patterns, cuisine preferences, and service optimization.
- Provided key insight into market expansion opportunities.

## WORK EXPERIENCE

### FITCH SOLUTIONS

London  
Dec 2018 - Present

#### Analyst: Macroeconomics, Pharmaceuticals & Healthcare

- Synthesized data and research for comprehensive pharmaceutical and healthcare reports, enhancing actionable insights across regions.
- Specialized in macroeconomic and industry-specific analysis to provide accurate market forecasts and competitive landscape assessments.
- Leveraged expertise in healthcare systems to produce in-depth industry reports, inform investment decisions, and guide digital transitions across healthcare industries.
- Streamlined updates for 13-19 reports per quarter, contributing to their successful distribution across global markets at a premium price. Assumed responsibility for an expanding report portfolio, elevating outputs through strategic optimization.

### BMI RESEARCH

London  
Jun 2014 - Dec 2018

#### Analyst: Macroeconomics, Pharmaceuticals & Healthcare

- Integrated data and research for comprehensive industry analysis, enhancing actionable insights across regions.
- Developed pharmaceutical market access analysis, evaluating regulatory, pricing, and reimbursement landscapes.
- Delivered reports for BMI/Business Monitor International, contributing to setting a benchmark for the industry.

### MYFOODY

Milan  
Feb 2014 - Sep 2015

#### Startup Development And Practice Research

Conducted leading-edge research in economics, sustainability, and startup development, contributing to a successful company that combined technology and food waste reduction.

### CERGAS, BOCCONI UNIVERSITY - EU-C.

MEDTECHTA  
Milan  
Nov 2013 - Dec 2013

#### Research Assistant

Delivered leading research in health economics and medtech innovations.

### SECOND SIGHT

Lausanne  
May 2013 - Nov 2013

#### Intern / Economic Analyst

Provided tailored market insight to ensure access to breakthrough medical technologies in multiple countries.

### CERGAS, BOCCONI UNIVERSITY

Milan  
May 2013 - Jul 2013

#### Research Assistant / Systematic Analysis of Breakthrough Medical Devices

Analyzed extensive data sets, resulting in advanced research outcomes.

### INSTITUTE OF BIOTECHNOLOGY AND BIOMEDICINE - UAB

Barcelona  
Oct 2011 - Sep 2012

#### Associate Researcher

Delivered research outcomes at the forefront of health policy and bioinformatics.

### AECID; SCIENTIFIC AND TECHNOLOGY COUNCIL

Oct 2006 - Sep 2012

#### Research Fellow

Led and contributed to several research projects for agencies in Spain and Argentina.

## PUBLICATIONS

BOOK (UPCOMING, 2024)

Topics: Macroeconomics, Philosophy of History, Philosophy of Science, Evolutionary Patterns

ARTICLES (SELECTED): VALUE IN HEALTH  
May 2015

A Systematic Review on the Cost-Effectiveness of Genetic and Electrocardiogram Testing for Long QT Syndrome in Infants and Young Adults

EXPERT REV MED DEVICES  
Jun 2015

Comparative effectiveness of Mitraclip plus medical therapy versus medical therapy alone in high-risk surgical patients: a comprehensive review

## REFERENCES

JAMIE DAVIES - HEAD OF PHARMACEUTICALS, MEDICAL DEVICES, AND HEALTHCARE  
Fitch Solutions / BMI  
T: + 44 (0) 207 246 3588  
E: Jamie.Davies@fitchsolutions.com

ESMERALDA COLOMBO - CO-FOUNDER AND LEGAL OFFICER  
Anagrama S.r.l. - MyFoody (Exit)  
T: +39 348 2352 852  
E: ec3104@columbia.edu