



## 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, Tableau, Power BI

### MACHINE LEARNING

Dimensionality Reduction, Clustering, Tree-Based Models, Time Series Analysis, Recommendation Systems, Graph Network Analysis

### DEEP LEARNING

Artificial Neural Networks, Convolutional Neural Networks, Image Recognition, NLP

### 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



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## PROJECTS

Loan Default Prediction Using ML And AI

### Notebook Link: [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 Link: [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 Link: [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 advanced insights 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 economic and industry analysis for comprehensive pharmaceutical and healthcare reports.
- Conduced 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

### Start Up 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 advanced research outcomes in health economics and medtech innovations.

**SECOND SIGHT**  
Lausanne  
May 2013 - Nov 2013

### Value & Access Analyst / Intern

Provided tailored market insights 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 datasets, 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  
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