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Jon Wayland
MSc Applied Math | MBA | AI Strategist

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www.github.com/jonwayland

Applied Data Science Leader whose team innovates health solutions for under-65 Floridians using machine learning and advanced statistics. Passionate knowledge sharer who believes in results, furthering education, and ethical decision-making. Experienced professional in the fields of **healthcare** and **technology** as both a **thought leader** and **practitioner**.

Work Experience

Director, Data Science – **Florida Blue (Blue Cross Blue Shield of FL)**
  Sr. Manager, Data Science (Jan. 2021 - Mar. 2023)
  Sr. Data Scientist (Mar. 2020 - Jan. 2021)
  Data Analytics Consultant (Mar. 2019 - Feb. 2020)
2019-Current | Jacksonville, FL
- Grew team of 1 to team of 8 full-time data scientists and engineers by proving the value of integrating data science into commercial markets initiatives
- Aligned ML strategy to enterprise needs by maintaining team's priorities with roadmaps, building trust in executives, and setting reliable expectations
- Pioneered new methodology for healthcare program evaluation resulting in a decreased difference in covariate means and variance for treatment and control matches by switching from propensity to distance matching
- Founded *Member Funnel*, an enterprise ID/Strat system and integrated DB
  o 150+ clinical users; 150+ analytics users; 15+ ML models; 15+ data sources
  o Feeds all commercial, care management, rewards, member website, Provider Vista (external app.), and Care Connect (internal app.)
- Led end-to-end implementation on **20+ machine learning products**
  o Predicted end-of-life (9-15 months) for advanced care as an IC
    ▪ XGBoost model with neural network-derived features (45% precision)
    ▪ $6.5M in annual savings w/ $100k+ in direct admin. avoidance
  o Incentivized quick turnarounds with modeling competitions
  o Successfully convinced for multiple in-house solutions over using vendors

Data Scientist – Availity
2017-2019 | Jacksonville, FL
- Increased provider service location accuracy by over 5% by embedding ML model into the PDM product
- Led cross-functional team resulting in segmenting Availity's user population
- Identified a subset of customers with high likelihood of attrition using registration DOW, slope of transaction volume, and login patterns

Business Analyst II – UPMC WorkPartners
  Business Analyst I (Aug. 2014 – Feb. 2016)
2014-2017 | Pittsburgh, PA
- Predicted employees with longer return-to-work times after STD claims by combining randomForestSRC, k-means clustering, and logistic regression
- Led the repeatable integration of 9 commonly siloed data sources
- Contributed to acquisition of HCMS Group through validation of analytics

Various Part-Time Data Science Roles
2012-Current
- Freelancing Data Scientist – Upwork.com | Virtual (2017-2021)
- Data Science Mentor – Springboard.com | Virtual (2018-2020)
- Data Science Community TA – HarvardX | Virtual (2019)
- Statistical Consultant – IUP Applied Research Lab | Indiana, PA (2012 – 2014)

Technical Skills

➢ **Machine Learning**
o R, Python
o Defining outcomes
o Data imbalance
o Cross validation
o Sampling techniques
o Penalized regression
o Gradient boosting
o Prototyping
o Learning, understanding, and applying new algorithms quickly

➢ **Data Wrangling**
o SQL (SQL Server/DB2/Oracle/Hive)
o Web-scraping (XML/HTML)
o Regular expression (R/Python)

Leadership Skills

o Bias for Action
o Communication
o Assertive
o Personable
o Persuasive
o Self-Aware

Education

M.B.A. Entrepreneurship & Analytics
2019-2022
University of Illinois Urbana-Champaign

M.S. Applied Mathematics
2012-2014
Indiana University of Pennsylvania

B.S. Mathematics
2008-2012
Clarion University of Pennsylvania

Certifications

Professional Data Science Certificate
HarvardX on edX.org

Machine Learning Nanodegree
Udacity.com