# Victor Blancada

**Analytics Manager**

I work with organizations to improve efficiency, reduce uncertainty, and identify opportunities for growth through careful application of the scientific method. My unique background in mathematics, information technology, and management consulting gives me the holistic perspective needed to provide innovative solutions to problems that emerge from our rapidly changing world.

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# Work Experience

## Publicis Communications - Lead Analyst

Responsible for strategic data analysis and reporting of the impact of online and offline marketing communications on client business.

### Xtra by AXA

Used data analytics to optimize AXA's award-winning Xtra by AXA chat bot app. **Applied natural language processing to analyze user interactions resulting in active user count increase of 73%.**

## IPG Mediabrands - Analytics Technology Manager

Managed the region's advanced analytics technology framework to transform data into insights and drive strategic thinking.

### Manila Global Modeling Center

**Launched and managed the Manila Global Modeling Center (MGMC)**, a marketing analytics hub serving the data management, statistical modeling, and optimization needs of different agencies across IPG Mediabrands' global footprint.

### Business Analytics Engine

**Developed and executed quantitative media planning algorithms that resulted in sales lift of up to 13%.**

### Compass Flu Tracker

Programmed an automated flu-tracker that predicts flu incidence to help schedule marketing campaigns for cold and flu medicine.

## Mitchell Madison Group - Business Analyst

Worked closely with C-level executives from Fortune 500 clients for strategic business transformation projects requiring heavy analytics.

### Fiber Network Expansion Strategy

**Developed a big data optimization to guide the $400MM USD fiber network infrastructure expansion project** of a North American telecommunications company.

### Strategic Sourcing and Negotiation

**Generated $9MM (12%) in cost-savings** for a US manufacturing company through on-site strategic sourcing and vendor contract renegotiation.

# Skills

## Math & Statistics

Machine learning
Optimization
Statistical modeling
Experiment design
Interactive data visualization

## Programming & Database

Python
R
Databases SQL and NoSQL
HTML5

## Consulting & Management

Building and managing teams
Process improvement and automation
Economics
Negotiation

# Selected Awards and Commendations

98th Percentile Ranking on the Bloomberg Aptitude Test

Summa cum laude in B.S. Industrial Engineering at the University of the Philippines, with a grade point average of 1.11 (US GPA equivalent is 4.00)

National Champion, Operations Research Quiz Competition sponsored by the Operations Research Society of the Philippines

National Champion, Industrial Engineering Quiz Competition sponsored by the Philippine Institute of Industrial Engineers

National Finalist, Big Data Innovation Programming Contest sponsored by Trend Micro

National Finalist, Indie Eng'g Engineering Competition sponsored by Tanging Yaman Foundation

University of the Philippines Oblation Scholar

Honoree, Ten Outstanding Students of Makati City