NICHOLAS ROSS, Ph.D.

(510) 390 2498 · nickross510@gmail.com · https://www.nickross.site

Oakland, CA

EDUCATION

University of California, Los Angeles — 2007 - 2012
Ph.D, Anderson School of Business — *Los Angeles, CA*

University of California, Davis — 2006 - 2007
M.A. in Economics — *Davis, CA*

University of California, Berkeley — 1998 - 2002
B.A. in Applied Mathematics, Honors — *Berkeley, CA*

WORK EXPERIENCE

University of Chicago — August 2022 - Present
Director Data Science Clinic, Director Data Science Core Facility — *Chicago, IL*

· Led the Data Science Clinic, directing 70 students, 10 teaching assistants, and 20 faculty/postdocs each quarter on AI, data science and engineering projects for companies, non-profits and research labs associated with the University of Chicago.

· Defined projects, technology choices and success metrics on projects spanned from traditional analytics to cutting-edge AI and deep learning research.

· Managed the Data Science Core Facility, a consulting group within the University composed of a half-dozen engineers and data scientists. This included directly executing on projects as well as managerial oversight (budgeting, reporting, personnel, etc.).

· Advised startups, assessed accelerator applicants, and provided training for companies as part of the leadership on the Polsky Center's Transform Data and AI Accelerator.

The Meta — June 2020 - May 2022
Director of Backend Engineering — *San Francisco, CA*

· Built team and architected backend services from the ground up on GCP (Docker, Node, Python, Kubernetes, PostgreSQL and Redis). Services included authentication, leaderboards and content management systems for video game training software serving thousands of concurrent users.

· Hired, managed, and developed backend engineering team.

· Managed budgets, negotiated contracts with external companies and oversaw all cloud resources.

· Transitioned backend system, moving from a serverless architecture to a more cost-effective Kubernetes-microservice based system. Less than 10 hours of total downtime per year including a zero-downtime transition from a paid application to a (limited time) free to play application.

· Designed load-testing, integration testing, documentation, deployment and customer service tools, frameworks, and systems.

University of San Francisco — January 2014 - May 2020
Associate Professor of Data Science, Director of Practicum & Asst. Director of External Partnerships at The Data Institute — *San Francisco, CA*

· Oversaw USF's Data Institute's external relationships from sourcing hundreds of companies to managing paid partnerships. In two years went from zero to over 30 paid industry-academic partnerships.

· Identified and created programs of interest to external companies, including a menu of professional certificate programs. Built curriculum at both the undergraduate and master's level to increase industry engagement. This included a wide variety of touch points for industry (guest-lectures, advisory boards and panels, mentorship, etc.) as well as elements for increasing student job market success.

- Sourced internships for over 80 Masters of Data Science Students each year as Practicum Director.
- Taught and developed curriculum for the following courses in the Masters of Data Science program: *SQL/Relational Databases*, *Big Data Business Strategies*, *Business Communications*, *Product Analytics* as well as a free-standing certificates in *SQL* and *Data Science for Product Managers*.
- Led development (three professors, three alumni and four current students) of election night early reporting platform for ABC News.
- Provided training and consulting in data science and data science related topics to external partners including the San Francisco 49ers, Recology and First Republic Bank.

Sega   February 2014 - August 2015
Director of Analytics   *San Francisco, CA*
- Designed, built and implemented the analytics and reporting infrastructure at Sega Networks, which ingested over 250 million events daily and was queried by employees from all Sega studios.
- Collaborated with product teams to build an experimentation platform and design and interpret A/B tests.
- Created instrumentation guidelines and standardized reporting systems across Sega's games and studios globally. This included an automated system used by the marketing team to estimate customer long term value.

TinyCo   October 2011 - January 2014
Director of Analytics and User Acquisition   *San Francisco, CA*
- Oversaw TinyCo's analytics infrastructure, including working with engineering teams to design and implement load-testing frameworks and optimize production systems for scalability.
- Directed a team of data scientists to research and optimize cross-game issues, such as in-game economics, user acquisition, user LTV and the efficacy of cross-promotion initiatives.
- Led TinyCo's user acquisition efforts and growth strategy, focusing on data-driven ROI based decisions.
- Managed a $25 million marketing budget to grow TinyCo's user base from 30 to 80 million users.

Bates White Economic Consulting   February 2003 - August 2006
Senior Consultant   *Washington, DC & San Diego, CA*
- Managed teams conducting statistical research and analysis projects, including data imputation, validation, and estimation.
- Performed analysis and drafted expert witness reports for national antitrust and insurance litigation.
- Supported clients and experts in insurance coverage negotiations and product liability litigation.

TALKS AND PUBLICATIONS

- Over a half-dozen peer-reviewed publications in journals including *The Accounting Review*, *Journal of Marketing Analytics*, and multiple IEEE proceedings. Reviewer for *The Journal of Marketing*, *The Journal of Marketing Analytics*, and multiple analytics / data science conferences.

- Invited speaker to multiple conferences (academic, industry organized and general), including *GDC*, *Silicon Valley Executive Summit*, *Mobile Growth Summit*, *Nerd Nite* and multiple *Data Science + Beer* events as part of *SF Beer Week*.