

Sébastien Genty

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Work Experience

Project Director, Socratic Technologies

September 2012 - Present

- Collaborate with clients to plan, construct, and execute surveys for collecting insightful data on their business and marketing needs
- Explore data using advanced mathematical and statistical methods, in order to identify insights and trends
- Visualize data and extract insights for client facing deliverables
- Create market simulators using highly customized applications that incorporate post survey analytical results to predict comparative sales figures and market share
- Manage the data collection process by allocating resources, overseeing workflow, and verifying quality data collection
- Formulated and built a new survey tool that increased statistical variance in respondent data, currently in use for multiple clients
- Established a new model to test the reach, appeal and effectiveness of advertisements

Research Assistant, Bucknell University

Fall 2011 - Spring 2012

- Independently designed and built an optical set-up to take pictures of Bose-Einstein condensates
- Created a user interface to control a high-end camera using Visual Basic
- Coordinated with other research assistants working on different aspects of the same experiment
- Computer model and data analysis done using Matlab and ImageJ

Research Intern, MD Anderson Cancer Center

Summer 2011

- Researched CT dosimetry using a relatively new technique involving x-ray sensitive film
- Analyzed data using Matlab and Mathematica

Relevant Projects

New Product Development

- Computed ideal product configuration by creating a market simulator using conjoint analysis

Purchase Process Identification

- Identified patterns in the purchase process of mortgages using a client provided database and formed insights about the timing and effectiveness of marketing materials

Customer Feedback

- Analyzed users' opinions and knowledge of recently released version of leading media player and distribution platform

Bay Area Bike Share Open Data Challenge

- Uncovered habits and behavior of riders using an open source dataset and currently developing a visualization of bike station usage

Education

Bucknell University – Lewisburg, PA

Graduated May 2012

B.S. Physics

Minor: International Relations

International Leadership Scholarship

Skills

Computer

R
Python
SPSS
Mathematica
Matlab
Javascript
C++
SQL
Unix
Adobe Creative Suite
Microsoft Office

Languages

English
French
Spanish
German

Interests

Film and digital photography, physics, research, reading, video games, solving problems and fixing things