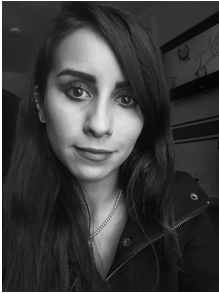# fernanda mora

B.Sc. Applied Mathematics ● B.Sc. Actuarial Sciences ● M.Sc. Computer Science

about

Mexico city
June, 1987
+5215528862399

fernandamoralba@gmail

fernanda-mora.com

github.com/Sophie-Germain

languages

spanish (native)
english (high proficiency)

programming

R, Python, Matlab (fair)
Java, C, C++ Bash (basic)

other

PostgreSQL, LaTeX, Sublime, Office Suite, GitHub, Docker

about

"If you cannot measure it, you cannot improve it". My major goal is to **generate value** through *state-of-the-art technologies and models* that tackle relevant problems in *society, government and companies*. My second goal is to promote a quantitative & data-driven approach to problem-solving and decision-making.

To achieve this I have developed a **unique academic & industry experience** that combines **theory + research** with a **practical + client-oriented approach**. Please take a look to my website to find a more detailed picture of my profile.

Academic interests

- *Computer Science:* computer architecture, distributed computing
- *Data Science and Machine Learning:* Big Data, Deep Learning, Statistics
- *Finance:* Derivatives, Risk Theory

Non-academic interests

- Strategic and Management Consulting
- Value proposition and pricing
- BI analytics with data-driven solutions

industry experience

Year	Organization	Role
2017	**BBVA Bancomer - Datio Analytics** *Working in Bancomer's 2nd generation Big Data platform (**Datio**). Leading the Analytics team in Mexico under the Scrum methodology.*	Senior Data Scientist
since 2015	**Freelance consulting (Mexican Secretary of Energy, AbbVie)** *Business strategy, data mining and statistical consulting*	Consultant
2015, 2m	**AbbVie Mexico** *Tailor-made value propositions for AbbVie's drug portfolio*	Project Coordinator
2013-2014	**LifeSciences Consultants** *Health economics, cost-effectiveness analysis, market access strategies*	Management Consultant
2010-2011	**Sociedad Financiera Campesina** *Evaluation and assessment of credit portfolios*	Financial Analyst
2012, 3m	**ADRISA** *Estimation and forecasting of the premium of life insurances*	Actuarial Analyst
2009-2010	**Cuasar Capital S.C.** *Financial assessment of infrastructure and real-state projects*	Financial Analyst

education

| since 2015 | **M.Sc. candidate in Computer Science** | Instituto Tecnológico Autónomo de Mexico |

since 2015   **M.Sc. candidate in Computer Science**   Instituto Tecnológico Autónomo de Mexico
Working on machine learning models for automatic reading comprehension

2015   **B.Sc. in Applied Mathematics**   Instituto Tecnológico Autónomo de Mexico
Thesis with special mention: Deep Learning Fundamentals Applied to Electric Energy Consumption Forecasting in Mexico. `Link to thesis` `Link to deck`

2012   **B.Sc. in Actuarial Sciences**   Instituto Tecnológico Autónomo de Mexico
Thesis with special mention. `Link to thesis`

academic experience

2016, 2m   **Carnegie Mellon University**   Visiting Research Scholar
Worked with Profr. Eric Nyberg in Machine Learning models for Q&A at the Language Technologies Institute. `Link to project report`

2016   **Instituto Tecnológico Autónomo de Mexico**   Graduate Seminar Professor
Teaching Data Mining tools to support decision making. `Github repo`

2015, 6m   **Computational Research and Analysis Laboratory (ITAM)**   Data Scientist
Machine learning and visualization of credit data for nonpayment prediction

2010, 6m   **Instituto Tecnológico Autónomo de Mexico**   Teaching Assistant
Economics IV (non-competitive markets)

publications

Local layered algorithmic model for topological design of rural telecommunications networks. Presented on the International Conference on Operations Research for Development, ICORD 2016. `Link to paper`

Carga Económica de la Diabetes Mellitus en México, 2013. Fundación Mexicana para la Salud A.C. `Link to paper`

conferences

Dataday Mexico 2017: Speaker with a talk on Deep Learning.

International Conference on Operations Research for Development, ICORD 2016: Presenter of a paper and revisor of two papers.

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- 60% Master's tuition scholarship for strong academic performance
- National Council of Science and Technology Master's scholarship for strong academic performance