

# ADAM D. OWENS

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## EXPERIENCE

### **Labsense**—*Parking Payment Startup*

*Data Scientist*

New York, NY  
August 2016-Present

- ◆ Built an initial database on AWS
- ◆ Currently working on data discovery of traffic and parking data in NYC and Toronto and dynamic pricing models

### **Priceline.com**

*Consultant—Marketing Analytics*

Norwalk, CT  
August-December 2015

- ◆ Implemented a new bidding algorithm for Google, Yahoo, and Bing search engine marketing (SEM) managing over 600 million keywords
- ◆ Incorporated new area-level data for better clustering and bid price predictions
- ◆ Built t-test significance testing tool for Priceline's A/B testing
- ◆ Analyzed competitor strategies, SEM operational efficiency, new product testing, and optimization of marketing keyword campaigns
- ◆ Techniques used: multivariate regressions, MARS, XGB, H-clusters, and K-means using SQL, Python, and R

### **Vault Economics**

*Consultant/Founder*

New York, NY  
November 2014 – Present

- Consultancy focused on agile data science R&D in finance and marketing
- Methodology: Obtain market-efficient product economics by optimizing cost, time-to-consumption, and product personality
- Product Economics strategies: Competitive, Niche, Leap, Market-Merger

### **Crewspark**—*Data Engineering Startup*

*Director of Business Strategy*

New York, NY  
February 2015 – August 2015

- ◆ Analyzed strategic product placement in the Big Data industry and implemented a product roadmap to achieve the MVP
- ◆ Implemented a Niche Strategy with Competitive Elements to create pipeline and rules platform for data engineers
- ◆ Wrote the investor presentation, business plan and pitch decks, financials, company valuation and capital raising strategy
- ◆ \* The platform is in re-development to focus on recent advancements in the data science industry \*

### **Wells Fargo Securities**

*Investment Banking Analyst*

Charlotte, NC  
January 2010 – July 2014

- Worked in Investment Grade Loan Syndications and Debt Private Placements (Leveraged Finance)
- Analyzed risks, market environment, macroeconomics, credit profile, and pro-forma financial projections of debt and equity investment
- Valuation modeling for new debt issuances and mark-to-market pricing in the debt private placements market
- Performed financial modeling including DCF, CAPM, WACC, and comps valuation
- Wrote offering memorandums for both private and public clients from the US, London, Canada and Puerto Rico
- Expert level capability with Bloomberg, Office, CapIQ, and Thomas Reuters

### **Center for Strategic Studies at the University of Jordan**

*Research Assistant—International Political Economy*

Amman, Jordan  
Summer 2006

- Researched the impact of the Israeli-Palestinian on the Jordanian economy and progress of the Barcelona Accords on the MENA region
- Prepared English reports for the international community and provided data for Arabic reports sent to the Jordanian government

## EDUCATION

### **Columbia University in the City of New York**

*Masters in Computer Science, Machine Learning (part-time)*

New York, NY  
*Expected Graduation in 2017*

- Current coursework: Machine Learning, Big Data Analytics

### **Brigham Young University**

*Bachelor of Arts in Economics*

Provo, UT  
December 2009

- Minor: Middle Eastern Studies
- Americorps Scholarship for 2006-2009 and BYU Academic Scholarship for 2005-2008

### **New York Data Science Academy**

*Data Science Fellow*

New York, NY  
January – April 2016

- Tech Stack: R, Python, Shiny, Spark, Hive, SQL, Hadoop, AWS, Oracle DB
- Techniques: Linear/Lasso/Ridge regressions, Naïve Bayes, Random Forests, Decision Trees, Gradient Boosting, H-Clusters, K-Means, SVMs, Principal Components Analysis, Neural Networks, Natural Language Processing

## VOLUNTEER ACTIVITIES

### **Community Outreach Day**

*BYU Service Program Director*

Provo, UT  
September 2005 – January 2009

- Orchestrated 20 service projects with over 850 volunteers

### **The Church of Jesus Christ of Latter-day Saints**

*Missionary--Director*

Valencia, Venezuela  
November 2002 – November 2004

## SKILLS AND INTERESTS

- Fluency in Spanish and proficiency in Arabic
- Mountaineering—I summited the ~18,000 foot Yanapaccha Mountain in Peru
- I enjoy snowboarding, mountain biking, most 'ball' sports, Middle East Travel and discovering fantastic hole-in-the-wall restaurants