GEOFFREY LINK

DATA SCIENCE & TECHNOLOGY MANAGEMENT

CONTACT

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LinkedIn

EDUCATION

MASTER OF INFORMATION AND DATA SCIENCE

Capstone – Computer Vision
Visualizations – Telematics
Neural Networks – Language
GPA: 3.9
University of California, Berkeley
School of Information
2016 – 2017

MASTER OF BUSINESS ADMINISTRATION

Accounting, Finance, Strategy, Ops
GPA: 3.9
Northwestern University
Kellogg School of Management
2011 – 2014

ECONOMICS
University of Toronto

EDUCATION OBJECTIVE

MASTER OF SCIENCE IN CYBERSECURITY
Georgia Tech
In Application Process

EXPERTISE

- Guiding senior leaders in technical decision rules
- Communicating with technical and non-technical audiences
- Understanding of various machine learning, deep learning, and statistical techniques
- Project Management
- Cloud Technologies
- Data Engineering
- Serverless Apps

PROFESSIONAL PROFILE

Dynamic problem solver that has delivered complete solutions with cross-enterprise acceptance for a variety of institutions. 15+ years of experience providing thought leadership and undertaking complex projects to accomplish business segment objectives. Known to think critically and creatively while committed to learning new technologies, domain knowledge, and enterprise processes. An effective communicator with a team mindset and strong interpersonal skills that thrives in a positive, data-driven environment.

EXPERIENCE

GLINK DATA INC. 2019

- Developed Holt-Winters sales forecasting models and various probability models for a major food distribution software consulting firm
- Researched low-cost, serverless, infinitely-scalable, continuously-deployed application development employing the following tools: REACT.JS -> PWAs -> Github -> CircleCI -> AWS S3/CDN/AppSync -> Lambda Node.js FAAS

DATA ENGINEERING CONSULTANT
Mather Economics, 2018

Key contributor for the creation of reliable, concurrent, GDPR-compliant data pipelines to ingest structured and unstructured event streams from varied sources.

- Reviewed on-premise 23-node, 1 Pb Hadoop cluster with Hortonworks. Replacing json with ORC tables improved performance by 50%
- Recommended AWS Kinesis in combination with Lambda functions to capture event streams and land events in DynamoDB and/or compressed parquet files in S3 for eventual archiving to Glacier to reduce the cost and complexity of the current pipeline architecture, thus resulting in recurring annual savings
- Applied Spark MLlib to explore use cases such as Pattern Recognition, Product Recommendation, Anomaly Detection, and Prediction

SENIOR DATA CONSULTANT
Landis+Gyr, 2008-17

Leveraged deep understanding of Oracle to allocate and maintain databases that recorded IoT sensor data from smart meters. Identified gaps in the manner Oracle was being used, performed due diligence, defined transition and training strategies.

- Worked in concert with product managers and architecture teams to engineer data models that accommodated data of high velocity and volume
- Created decision trees, dataflow mappings, and reverse-engineered data models to visually communicate complex technical concepts to global teams
- Promoted continuous deployment strategies to boost feature velocity, scope flexibility, and application resilience

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DATA SCIENCE & TECHNOLOGY MANAGEMENT

CONTINUOUS DEPLOYMENT

RECOMMENDER SYSTEMS

LANGUAGE PROCESSING

SELF-HEALING SYSTEMS

PROJECT MANAGEMENT

STATISTICAL METHODS

MACHINE LEARNING

NETWORK ANALYSIS

DATA ENGINEERING

COMPUTER VISION

DEEP LEARNING

VISUALIZATIONS

SERVERLESS

REACT

GITHUB

EXPERIENCE *continued*

PROJECT MANAGER
Paramount Pictures Corporation, 2008

Responsible for the alignment of tasks to optimize resource usage, empower teams, and standardize cross-functional tracking and reporting.

- Initiated planning sessions with engineers to define specifications and data lineage for an event-driven architecture to consolidate data into SAP
- Supervised a group of architects to construct data transition strategies and Informatica mappings for inbound data
- Proposed using a distributed, loosely-coupled, service-based architecture, in lieu of a traditional monolithic architecture, that would enable practical deviations from rigid process

MANAGER OF TECHNOLOGY
Shopzilla.com, 2007-2008

Led the database team and presented project updates and decision options to the Vice President for action.

- Constructed an analytics engine to recognize patterns and investigate trends to find profitable search keywords and n-grams
- Oversaw daily scrums to support the Agile development methodology
- Utilized Lean Software Development and Kanban Boards to improve team efficiency and communication, and report team performance metrics
- Established internal controls for SOX compliance and data provenance

DATABASE ADMINISTRATOR
Edmunds.com, 2005-2007

Championed process automation to reduce maintenance and QA expenditures, and predict infrastructure failures. Advocated for failure injection testing to assess the graceful degradation and recovery of the site. Cultivated collaborative relationships with engineers and key stakeholders by promoting shared success.

DATA ARCHITECT
Internet Brands, 2002-2005

Directed the operation of a reporting framework utilizing offshore resources for the marketing group to drive the return-on-investment of search engine traffic, closed-loop email campaigns, A/B testing, and advertising purchases. $2 million budget.

BUSINESS INTELLIGENCE CONSULTANT
AXIS Consulting Group, 2000-2002

Implemented self-service BI tools to report on key performance indicators for multiple clients using MicroStrategy, Cognos, and Business Objects.