Alexandre Cela

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Summary

Highly accomplished VP Data Scientist, with a speciality in Financial Engineering and Product Usage Retention analytics.

My mission consists in helping business owners to unlock any new, or expand existing, sources of revenue and ROI. Fast.

I do so by employing a 'Data Swiss Knife' approach: combining any useful data or quantitative approach, with great business empathy to build trust and understanding with business decision makers. Which enabled me, for instance, to develop a >= £2m revenue generating Private Capital BI Software prototype. Or the adoption of a new user onboarding survey feature that contributed to a +15% boost in New User Usage Retention.

Backed by 7+ years of experience setting major product teams for success, when it comes to augment decision making operations, or generate tangible ROI. By unlocking opportunities from real world complex datasets.

Professional Experience

Senior Data Scientist Preqin & Blackrock | London | *Aug 2023 – Present*

- Promoted from Associate to VP Data Scientist within Blackrock
- Led the development of a client-facing BI product for private capital benchmarks, which generated over £2mn in new revenue.
- I did so by building an end to end ETL pipeline from a raw and not curated database into a migrated simple and reliable private capital data model in Snowflake, with python. And building a BI software prototype with Power BI to smartly visualise the data and enable clients to derive insights on historical and future custom benchmarks performance
- I Identified ROI opportunities through product usage analysis, data storytelling and great collaboration with Product & Design, leading to a new user onboarding survey that boosted new user activation by 35%.

- Data Analytics Framework: Spearheaded the development of our gold-standard user interaction data model, with DBT and CI/CD execution. 10x time to insights speed on any user LTV optimisation
- Data Driven Product Culture: Building smart and simple data model with DBT, and training product managers on how to self serve. 10x time to key information speed from PM's point of view. Reproducible analysis with snowflake streamlit and dataset agnostic python code. Along with use of snowflake semantic layers for product manager friendly data documentation
- Private Credit Indices data model: Hands-on building of curated and robust private credit data models through data mining and data integration across multiple unstructured data

sources. Including web scraping and footnotes text from html files. Which will be the foundation for future lucrative Index and ETF products.
- Management experience: mentoring a junior analyst, and ad hoc initiatives 3 people squads to 3x team leverage and output

Senior Product Scientist, Indeed Flex I London I *May 2021 – Jun 2023*

- Owned and revamped a core pay rate uplift logic, reducing costs by 50% while preserving revenue, by connecting data analytics and data storytelling with business outcomes. All so by performing data wrangling with unstructured audit data in, within snowflake. And asking the right questions.
- Designed, created, and deployed simple data models from complex data, using dbt and CI/CD, which enabled robust tracking, self-serve analytics, and streamlined experimentation. Including a foundational User Intelligence data model, centralising key user information from 8+ tables into one, in a simple data model., built with DBT. Reducing friction for PM to obtain key information and for Analysts to perform key higher value analysis on user life time value.

Technical Lead, Voc AI (Startup Project) I London I *Jun 2023 – Aug 2023*

- Led the technical development of a SaaS product using NLP and Generative AI, gaining hands-on experience with go-to-market strategy and lean engineering team management.

Data Analyst, Nike I Europe HQ I *Aug 2019 – Aug 2020*

- Automated reporting processes, using Alteryx, significantly reducing manual reporting time and improving delivery tracking and success for high-stakes product launches.

Skills & Tools

- **Data Modeling & Warehousing:** dbt, Snowflake, Snowpark, BigQuery, Redshift, PostgreSQL
- **Programming & ETL:** SQL (Advanced), Python (Advanced), Git, Github, Docker, Web Scraping, JavaScript (beginner), Vibecoding (Windsurf, advanced), Automation workflows (n8n), Mage (Orchestration)
- **Visualization:** , Streamlit, Power BI, Tableau, Metabase, Redash
- **Cloud Computing Services:** GCP
- **Other:** Generative AI with LLMs, Machine Learning, Data Quality, CI/CD

Education

- **Essec Business School**, Paris I *Sept 2015 – Jun 2019*
  - Major in Business Analytics & Data Science, Applied Mathematics, and Financial Markets. I also took a course in Supply Chain Management
- **Stanford University**, Online Certificates
  - Machine Learning (Andrew Ng), Deep Learning, Generative AI with LLMs, Fundamentals of Data Engineering, Data Engineering Zoomcamp