Angelo Cruz

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EDUCATION

The Johns Hopkins University, Whiting School of Engineering

B.S. in Biomedical Engineering (Computational Biology Focus), Minor in Computer Science

Baltimore, MD May 2015

PROFESSIONAL EXPERIENCE

Deloitte Consulting, LLP | Strategy and Analytics Practice

Consultant, Software Engineer, Data Analyst

Washington, D.C. Aug. 2016—Present

Customer Profitability and Pricing Analysis for a US Food Distributor

May. 2019—Present

- Co-led a team of 2 in assessing profitability levers for a client generating ~\$4 B in yearly revenue,
- Performed segmentation analysis that identified ~\$25 MM in savings and presented findings to the board of directors
- Analyzed 20+ million client transactions for FY19 using SQL, Python, R, and Excel to calculate key KPIs and created Tableau dashboards detailing profitability in customer segments while also identifying leakages in sales and operations
- Interviewed current customers to create a "voice of the customer" profile that detailed pain-points in the current-state and revamped the sales team operations to more effectively communicate value to specific customer segments

Business Transformation Strategy at a Large Healthcare Payor

Feb. 2019—May 2019

- Co-created a Fee-For Value (FFV) strategic playbook for the Vice President of Value-Based Care outlining critical transformations needed to achieve FFV-based payment model while achieving ~\$100 MM in new revenue
- Interfaced with multiple cross-functional teams as well as firm leadership in order accurately assess current state and craft feasible strategy for future day-to-day operations in workforce planning, business strategy, and technical applications

Go-To-Market Strategy for a Norwegian Medical Device Start-up

Jan. 2019-Feb. 2019

- Coordinated research, deliverable production, and presentation efforts across a 5-person remote team of junior staff
- Led a 2-person team in creating a detailed market analysis of the US hospital bed market, including regulatory roadblocks
- Strategically set a price for the client product and forecasted ~\$20 MM in revenue opportunity based on market-size

Support Operational Growth of Company Assets as a Data Scientist

Jul. 2018-Apr. 2019

- Executed and managed 2 data analytics engagements leveraging one of Deloitte's newest assets, SEMOSS (Semantic Open Source Software), an open-source, web-based, end-to-end data analytics and visualization tool
- Developed optimization algorithms in R and converted results into a 15-year cloud migration roadmap for executives at a federal agency, identifying \$2B+ in estimated operating savings; strategic model and analysis turned into firm IP
- Served as a trusted advisor for the DoD Business Integration Lead to perform economic analysis on \$400+ MM of federal systems, identifying \$100+ MM in potential savings from system consolidation

<u>Front-End Software Engineer for an Internal Data Analytics Product</u>

Aug. 2016-Jul. 2018

- Worked in a cross-functional team to design, implement, and test 50+ new features and 5 visualizations as part of a small development team (10 persons) for the SEMOSS tool to increase user experience and functionality for 1000+ users
- Performed customer interviews to both better understand user pain-points and product functionality gaps
- Rapidly prototyped new features and doubled application performance using AngularJS, HTML/CSS, D3.js, WebGL, Bootstrap, and Webpack while integrating with RESTful JAX-RS backend services and versioning with Git
- Implemented user-tracking capabilities in SEMOSS via Google Analytics and led unit-testing efforts using Jasmine

Booz Allen Hamilton | Federal Healthcare Practice

Technology Consulting Analyst

Washington, D.C. Jul. 2015—Aug. 2016

- Utilized Excel data management tools and SQL to analyze 9,000+ financial health insurance transactions in order to map individual events to specific insurers, providers, and states
- Analyzed findings using Python to calculate payment error rates while also identifying potential sources of insurance fraud

SpiroSense, Medical Device Start-Up Affiliated with Johns Hopkins University Medical Device Product Team Member

Baltimore, MD Jun. 2013—May 2015

- Designed a novel diagnostic spirometer prototype in a team of 5 that met clinical spirometer guidelines (2.84% error rate in measurements) and could be produced for less than \$25 USD
- Created a business plan and pitch deck that were shown at various pitch competitions and won \$50,000 in cash prizes

SKILLS

- Financial Analysis, Pricing Analysis, Customer Segmentation, UI and UX Improvements, MedTech, Stakeholder Analysis
- JavaScript, HTML5, CSS3, AngularJS, ReactJS, SQL, Python, Java, AWS, RESTful Web Services, NoSQL Linux