



# Andre Violante

## Data Science Leader

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### Experience

#### Manager, Data Science and Machine Learning, IBM, Raleigh, NC

March 2019 - Present

- Lead a remote team of high performing data scientists and ML engineers to execute on important department priorities.
- Size opportunities to ensure the data science team is working on the most impactful projects.
- Brainstorm, scope, and implement technical data science projects on-site and remotely in collaboration with clients to deliver business results.

#### Head of Data Science, Rares.io, Raleigh, NC

June 2020 - Present

- Oversee, lead, and implement analytics and data science efforts across marketing, operations, and engineering departments.
- Built a web scraper to collect data, tabular and image, for analytics story-telling, machine learning, and deep learning.
- Built various data pipeline scripts that output aggregate tables and views to be used by downstream users.
- Stood up an environment and built a hosted, self-service company dashboard using AWS, SQL, and Apache Superset.

#### Course Instructor (Part-Time), Western Governors University, Raleigh, NC

Dec 2019 - April 2021

- Part-time course instructor for: C993 - Structured Query Language (SQL) and C753 - Machine Learning.
- Lead weekly interactive sessions with students to discuss course material, project methodology, and code review.

#### Senior Data Scientist, SAS, Cary, NC

Feb 2018 - March 2019

- Built machine learning and deep learning models for clients to illustrate SAS Open Source integration with Python and R.
- Partnered with R&D and product teams to communicate customer feedback, QA features, and research industry advancements.
- Contributor to SAS open source deep learning python package (DLPy).
- Speaker at various external events promoting SAS machine learning, deep learning and open source technologies.

#### Engagement Science Manager, Nike, Beaverton, OR

April 2016 - Feb 2018

- Developed and implemented A/B testing and causal inference models to measure impact on specific interventions.
- Modeled customer returns value and presented findings to cross-functional leadership leading to a new company focus area.
- Lead the work assessing local markets, at postal code level, with a scoring methodology utilizing digital and external data.
- Developed a methodology to model and track changes in wealth distribution for top percentile customers to then inform sales and marketing strategy towards those customers.
- Managed a team of onsite and remote employees to complete a variety of low, medium, and high impact projects.

#### Data Scientist - Advanced Analytics, Zappos, Las Vegas, NV

Oct 2013 - April 2016

- Built forecasting models for a variety of metrics around non-peak and peak holiday periods.
- Collaborated on a customer segmentation model to identify and predict segments.
- Built a marketing mix model to better inform digital marketing spend across channels and optimize budget.
- Applied causal inference and A/B testing models to various marketing efforts at aggregate, user, and geographic levels to measure impact and effectiveness.

#### Marketing & Promotional Merchandise Analyst, Zappos, Las Vegas, NV

Feb 2012 - Oct 2013

- Rebuilt the department reporting system for senior management that reported on all direct marketing channel efforts and relayed marketing costs to the finance department.
- Established a relational model to better optimize ad spend between prospecting, retargeting, and social display ads.
- Built and designed a promotional reporting system for merchandise buyers and senior management.
- Analyzed and priced aged inventory to sell on 6PM.com and maximize sell through.
- Forecasted promotional sales by brand to understand and predict daily revenue and margin.

### Programming and Development Skills

#### Languages & Tools

R, Python, SQL (SQL / Hive / Impala), SAS, Spark, LaTeX, Unix (Bash), AWS, Apache Superset

### Education

#### Computer Science & Machine Learning, Georgia Institute of Technology, Atlanta, GA

2017 - 2018

Courses: Data and Visual Analytics, Data Systems Concepts and Design, Reinforcement Learning

#### MS Data Science, Northwestern University, Evanston, IL

2015

Courses: Statistical Analysis, ML, Regression, GLMs, Database Concepts, Leadership, Big Data, and Capstone.

#### BS Business Management, Utah Valley University, Orem, UT

2011