Andre Violante
Data Science & AI Leader

Apex, NC
(919) 545-4154
✉ violante.andre@gmail.com
🔗 *andreviolante*
○ *@aviolante*

Experience

Director, Data Science & Analytics, *Quantworks*, Chapel Hill, NC   **July 2022 - Present**
- Led a team developing comprehensive end-to-end data science solutions for enterprise software productization.
- Deployed machine learning products using open-source frameworks in the financial industry, resulting in significant improvements in customer and marketing outcomes through segmentation, churn analysis, propensity modeling, and product recommendations.
- Successfully designed and deployed data pipeline and sequential rule mining deliverables that summarize, provide insights, and predict next milestones in customers' product journey.

Senior Manager, Revenue Science, *Bolt Financial*, Remote, USA   **March 2022 - June 2022**
- Established a cross-functional team consisting of data scientists and data analysts, responsible for driving analytics and insights within revenue-generating departments such as Sales, Marketing, and Product.
- Collaborated with internal stakeholders to define objectives and develop an impactful roadmap for future analytic projects.
- Restructured the data strategy in partnership with senior leadership in performance marketing, resulting in enhanced reporting, campaign measurement, ad spend optimization, and experimentation capabilities.
- Spearheaded the implementation of a data quality scoring initiative, leading to improvements in data accuracy, vendor selection, and increased efficiency for the sales team.

Senior Manager, Data Science & Machine Learning, *IBM*, Remote, USA   **March 2019 - March 2022**
- Partnered with cross-functional teams to assess and prioritize client opportunities, ensuring that data science teams focused on impactful and feasible projects across the department.
- Collaborated with clients, both on-site and remotely, to brainstorm, scope, and implement technical data science projects, resulting in the delivery of tangible business outcomes.
- Established and led two new teams: Data Science for Social Good, dedicated to delivering results for non-profit social impact organizations, and Data Science R&D, focused on productizing reusable data science and machine learning frameworks.
- Expanded the team by attracting, interviewing, and hiring top-tier data science talent, contributing to the growth and success of the organization.

Head of Data Science & Analytics, *Rares (Fintech Startup)*, Remote, USA   **June 2020 - January 2023**
- Fintech Startup accepted into the Techstars Music 2021 Class
- Spearhead and execute analytics and data science initiatives, with a primary focus on product classification, product valuation, and company-wide success metrics, leveraging various analytics, machine learning, and deep learning techniques.
- Established a robust infrastructure and developed a self-service company dashboard hosted on AWS using Apache Superset, enabling easy access to critical financial and business insights.
- Played a pivotal role in talent acquisition by recruiting, interviewing, and hiring top Data Science talent.

Staff Data Scientist, Product Innovation AI / ML, *SAS*, Cary, NC, USA   **Feb 2018 - March 2019**
- Leveraged SAS Open Source, Python, and R to develop machine learning and deep learning models, showcasing their seamless integration for clients.
- Partnered with R&D and Product teams to validate and deploy newly created algorithms on internal research initiatives and client-driven scenarios.
- Speaker at various external events, promoting the utilization of SAS machine learning, deep learning, and open source technologies.

Manager, Engagement Science & Shopper Insights, *Nike*, Beaverton, OR, USA   **April 2016 - Feb 2018**
- Implemented A/B testing and causal inference models to quantify the effects of specific interventions, facilitating data-driven decision-making.
- Utilized customer returns value modeling and delivered comprehensive presentations to cross-functional leadership, leading to the identification of a new strategic focus area for the company.
- Led the assessment of local markets at a granular level, down to the postal code, employing a scoring methodology that incorporated digital and external data.
- Developed a methodology to analyze and track changes in wealth distribution among the top percentile customers, informing sales and marketing strategies targeted towards this segment.
- Effectively managed a team of both onsite and remote employees, overseeing the successful completion of projects spanning low, medium, and high impact initiatives.

Data Scientist, Advanced Analytics, *Zappos / Amazon*, Las Vegas, NV, USA   **Oct 2013 - April 2016**
- Developed robust forecasting models for various metrics, encompassing both non-peak and peak holiday periods, to enhance accuracy and enable informed decision-making.
- Collaborated on the development of a customer segmentation model, enabling the identification and prediction of distinct customer segments.
- Constructed a marketing mix model to provide valuable insights into digital marketing expenditure across different channels, facilitating budget optimization.
- Applied causal inference and A/B testing models to evaluate the impact and effectiveness of marketing initiatives at aggregate, user, and geographic levels.

Programming and Development Skills

Languages & Tools
Python: Pandas, NumPy, PySpark, Scikit-learn, TensorFlow, Apache AirFlow
MySQL, PostgreSQL, SQL Server, Oracle, MongoDB, Hadoop/Hive/Spark, AWS, and Google Cloud Platform (GCP)

Education

Computer Science & Machine Learning, *Georgia Institute of Technology*, Atlanta, GA, USA   **2017 - 2018**

Master of Science (M.S.), Data Science, *Northwestern University*, Evanston, IL, USA   **2015**

Bachelor of Science (B.S.), Business Management, *Utah Valley University*, Orem, UT, USA   **2011**