BARRY EOM

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EDUCATION

MIT Sloan School of Management, Cambridge, MA	Enrollment TBD: between 2024-2025
Tufts University, Medford, MA	May 2020
BS: *Computer Science, Cognitive & Brain Sciences*	**GPA:** 3.88

Honors: Summa Cum Laude, Tufts Senior Award (For academic excellence, distinguished leadership, outstanding contributions)

PROFESSIONAL EXPERIENCE

EY-Parthenon Software Strategy Group, *Associate*	*October 2020 – Current,* Boston, MA
Spotify, *Product Manager Intern*	*June 2020 – October 2020*, New York, NY

- Expanded Artist Fundraising Pick, which enables direct donations from fans to artists for COVID-19, in new markets (Argentina, Brazil, Chile, Colombia, New Zealand, Turkey, etc), increasing engagement in new regions by 200%
- Drove the launch of Artist Fundraising Pick to Spotify's desktop platform, growing platform reach by 24% to 60M users
- Aligned stakeholders and internal team to launch an experiment to validate artist and fan connection on the Spotify platform and introduce a new avenue for fan commerce by enabling artist to fan messaging on the artist profile page

Microsoft, *Program Manager Intern*	*May 2019 – Aug 2019,* Redmond, WA

- Drove the development of *Experts*, a platform for PowerPoint users to create professional presentations with designers, by aligning 20 team members and revising the product vision and strategy, prioritizing essential features and content for target users to expedite Minimum Viable Product launch by 11 weeks
- Led a separate team of 11 engineers and designers to launch *PowerPoint StylePick*, a feature that analyzes users' visual and aesthetic presentation style, to increase user engagement, improve user satisfaction and decrease project onboarding time
- Orchestrated the product development and launch of *StylePick* by architecting decision tree models, defining classifications of presentation styles, and assessing market analysis of the personal styling market (e.g. Stitch Fix, Warby Parker)

Vistaprint, *Product & Software Engineering Intern*	*May 2018 – Aug 2018*, Waltham, MA

- Redesigned Vistaprint's internal analytics in collaboration with C-suite and the management team to increase quantifiable results and outputs for all levels of Vistaprint's engineering and marketing teams
- Developed and engineered a visualization platform that reports all levels of Vistaprint's OKRs (Objectives and Key Results) metrics to increase company output; used by 2000+ Vistaprint employees globally

LEADERSHIP EXPERIENCE

TAMID Keyrus Data Science Group, *Founder*	*April 2018 – Current*, Medford, MA

- Founded the first data science organization at Tufts by leading a series of partnerships with Keyrus, Tufts Provosts and Department Directors, and TAMID Group; created organization blueprint and education curriculum with the partners
- Spearheaded partnerships with Wayfair, Intralinks, Vistaprint, Agero for data science consulting projects, leveraging data and AI to drive value for our clients, creating more efficient, accurate, and personalized recommendation systems
- Led weekly education seminars on foundations and applications for artificial intelligence models; created marketing, recruitment, operations and expansion strategies; ran 100+ candidate interviews and grew the group to 30 members

Tufts Tech & Data Industry Night, *Founder, Director*	*Jan 2019 – May 2019*, Somerville, MA

- Directed a university-wide event focused on ethics in the tech industry, specifically the exploitation of data, attention, and human vulnerabilities, attempting to answer the question—*What's the price of paying attention?*
- Secured sponsorship funding of $7,500 from Keyrus, Intralinks, Vistaprint, and Tufts Office of the Vice Provost and achieved attendance from 20 companies, including Liberty Mutual, Hubspot, Viasat, EF Education First, etc
- Sponsored keynote speaker James Williams, the author of *Stand Out of Our Light*, from Oxford University and five panelists, including Thomas Hardjono, Director of MIT Trust::Data Consortium; Asaf Lubin, Affiliate at Berkman Klein Center, etc

JumboCode, *Project Manager, Full Stack Engineer*	*Sep 2017 – Current*, Medford, MA

- Managed a team of 12 engineers and designers with JumboCode—volunteering organization that creates technologies for nonprofits—to create an end-to-end system that enables Jeanne Geiger Crisis Center to more efficiently prevent high risk domestic violence cases on a national scale and empower survivors of domestic violence
- Led the backend engineering team of 10 engineers to create a database and website for *Textbook Exchange Network* in 2019 and developed backend features for an iOS app (available on the app store) for *Punto Urban Art Museum* in 2018

Leonard Carmichael Society, *Director of Web and Transportation*	*Oct 2016 – Sep 2018*, Medford, MA

- Coordinated the web related information, and travel and safety logistics for 1,200 person volunteering organization comprised of 30+ clubs at Tufts; organized biannual fundraisers for the Greater Boston Area shelters and nonprofits, raising $20,000

SKILLS & INTERESTS

Technical Skills: Python, Javascript, Matlab, C++, C, HTML5/XML/CSS, Java, Django, MongoDB, React
Languages: English, Korean, Japanese (all fluent)
Interests: Soccer, Rock-skipping, Cooking, Piano, Being a cautiously optimistic Tottenham and Chargers fan