

Professional Objective

To obtain a more hands-on Data Science role where my curiosity for discovering and growing valuable insights and where my background in multiple fields of Engineering, Data Science and Analytics will be most valuable.

Education

New York University, Stern School of Business, New York, NY

M.S., *magna cum laude*, Business Analytics, 2017

North Carolina State University, Raleigh, NC

B.S., *magna cum laude*, Mechanical Engineering, 2011

Data Science Work Experience (2015 – present)

GSK/ Viiv Healthcare, Data Scientist, 2021 - present

- Benchmarked our internal capabilities and implemented projects to bring them all to “Excellence” status in investment guidance, marketing mix modeling, targeting/segmentation, persistence/compliance, digital effectiveness, behavioral analytics, and incentive compensation
- Built a more agile, more transparent, and more impactful capability to inform brands/portfolio on ~\$500m TV budget allocation, directly resulting in the reallocation of ~\$50m in budget funds to positively impact TV ROI.
- Led the backbone of trelegy promotional sequencing work which turned into the Opportunity Engine
- Partnered with marketing and FSO teams to identify and address field knowledge gaps, building seven Power BI dashboards to deliver actionable insights, enhance decision-making, and improve territory-level execution.
- Performed a number of field facing analytics projects including PrEP Breadth and Depth models, Apertude Market Readiness which informed the relaunch, and Dovato Promotional Response including optimal sampling, calls, emails, and speaker program frequencies.
- Ran Marketing Mix Modelling across Dovato, Apertude, Cabenuva, and Rukobia brands to inform ROI/investment decisions for all HCP and DTC channels spanning >\$500m of investment

US Radiology Specialists, Sr. Manager, Commercial Analytics, 2020 – 2021

- Redesigned national territory alignment for ~100 sales reps, resulting in \$3M in annual savings and optimized HCP coverage.
- Worked directly with SVP, COO, and the field of ~100 to launch the organization’s first segmentation and targeting rules, enabling tailored engagement strategies for the field salesforce.
- Automated reporting processes with Tableau, reducing manual effort and enhancing real-time decision-making for the leadership team.
- Developed and implemented a multi-million-dollar incentive compensation program, directly tying field performance to strategic objectives.

Circassia, Manager, Commercial Analytics, 2019 – 2020

- Spearheaded sales enablement initiatives, unlocking \$20M in market share through targeted segmentation and data-driven strategies.
- Delivered accurate revenue forecasts during the COVID-19 pandemic, solidifying credibility with executive leadership and field teams.
- Developed and implemented a multi-million-dollar incentive compensation program and automated it for transparency to all stakeholders

GlaxoSmithKline, Advanced Analytics Associate, 2015 – 2019

- Delivered predictive and prescriptive insights to sales teams using patient-level EMR data, enhancing field targeting strategies.
- Established the Zebulon Analytics Initiative, promoting data-driven decision-making across manufacturing operations impacting >\$10M/day in revenue.

Analytics Side Jobs

- Master’s Thesis - Analyzed 3.5 years of horse racing data to: model the skill of a horse, identify inefficient odds markets, and assemble a profitable portfolio of various betting strategies using Machine Learning.
- Side Business – built and productionalized various webapps to build optimal DFS and Season Long fantasy lineups

Engineering Work Experience (2010-2015)

Proficiencies

- Sales Enablement: Territory alignment, segmentation, targeting, incentive compensation design, promotional response.
- Data Science: Predictive modeling, hypothesis testing, regression, etc with Python/R, SQL, Power BI, Tableau.
- Collaboration: Experience partnering with sales, marketing, and operations to align strategies and improve outcomes using data driven analytics, building trust with first/second line sales leadership.