Dear Hiring Manager,

I am excited to apply for this role. With over 8 years of progressive experience in data science, analytics, and the pharmaceutical and radiology sectors, I am eager to bring my expertise to a mission-driven organization like yours.

In my current role as a Data Scientist at Viiv Healthcare, I have spearheaded initiatives that bridge data science and strategic decision-making. By optimizing a $500M TV budget allocation using advanced statistical and marketing mix models, I directly influenced a $50M reallocation to improve ROI. I also developed Power BI dashboards tailored to enhance field execution and drove multiple sales effectiveness projects, from Veeva call optimization to speaker program strategies. My ability to communicate complex data narratives has consistently empowered cross-functional teams to make informed decisions.

At US Radiology Specialists, I launched and led the commercial analytics function, translating data into actionable insights at the executive level. I redesigned the territory alignment for a 100-person salesforce, saving $3M annually, and automated manual reporting processes with Tableau to enable real-time decision-making. By implementing segmentation and targeting frameworks, I ensured precise, data-driven field strategies. These experiences deepened my expertise in radiology and demonstrated my capacity to drive impactful analytics in complex environments.

In earlier roles at Circassia and GlaxoSmithKline, I honed my skills in predictive modeling and operational analytics, delivering critical insights during the pandemic and managing multimillion-dollar incentive compensation programs. Across my career, I have consistently prioritized mentorship, automation, and collaboration to elevate team efficiency and foster a culture of innovation.

Your commitment to improving lives and cultivating curiosity deeply resonates with me. The prospect of leveraging my technical skills—ranging from Python and SQL to statistical modeling and machine learning—to advance clinical and operational initiatives aligns perfectly with my professional aspirations. My hands-on experience in radiology and healthcare analytics uniquely positions me to thrive in this role and contribute meaningfully to your team's objectives.

Thank you for considering my application. I would welcome the opportunity to discuss how my background and skills align with your vision and this role's responsibilities.

Best regards,

Brad O'Hara