

CONTACT

INFORMATION

New York, NY
Washington, DC

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RECENT

EXPERIENCE

Director of Data Science

4/2015 - present

Vox Media, Inc., Washington DC

- Founded, grew, and led the Data Science and Data Infrastructure teams
- Designed and implemented company's first data warehouse infrastructure
- Helped establish company-wide metrics for business performance evaluation
- Enabled product and editorial teams to shift to more data driven decision making

Co-founder / CTO

10/2012 - 4/2015

OpBandit, Inc., Washington DC / New York NY

- Acquired by Vox Media 4/2015
- Raised money from NY Times, Graham Holdings, and more
- Selected for first class of NY Times incubator timeSpace
- Served 200M+ optimized page views / month for top-tier publishers in 7 countries
- Designed and implemented big data infrastructure
- Created novel temporal and audience-based optimization algorithms

Head Data Scientist / Technical Lead

10/2010 - 10/2012

LivingSocial, Washington DC

- Co-founded Business Intelligence group, founder/director of Data Science team
- Direct efforts to create, execute, and evaluate hypothesis in areas ranging from loyalty program designs to user acquisition source comparisons
- Apply machine learning techniques for text classification, prediction, and analysis
- Responsible for data warehouse and associated reporting / analysis applications

Web Director

3/2010 - 10/2010

Washington Post / Foreign Policy Magazine, Washington DC

- Responsible for maintaining Drupal website, foreignpolicy.com
- Managed development/design team
- Developed software utility tools and websites for use in-house and by readers
- Worked closely with editorial staff to increase user engagement

Managing Partner / Chief Software Architect

1/2006 - 5/2009

Butterfat, LLC, Charleston SC

- Administered company production and development Linux servers
- Directed and assisted on projects that included creating custom Linux distributions, custom web development, and load balancing high-throughput Linux servers
- Clients included the State of South Carolina and the Washington Post

Software Architect

5/2007 - 8/2007

Online Game Group, LLC for chesspark.com

- Assisted in Linux load balancing and Apache HTTP traffic analysis
- Created Jabber (XMPP) tools, including a bot that performed language analysis
- Created user admin interface in Django to manage over ten thousand users

Instructor / Software Architect

6/2005 - 5/2007

Medical University of South Carolina, *Office of the Provost*, Charleston SC

- Administered portion of university Linux web servers
- Advised the Office of the Provost and the Office of the President
- Created web-based (often open source) projects to serve the general needs of the university (16,000 staff, as well as students)

EDUCATION

M.S. in Bioinformatics

12/2009

- *Department of Biostatistics, Bioinformatics, and Epidemiology* at the Medical University of South Carolina, Charleston SC
- Focused on text-mining, machine learning, and natural language processing
- Work resulted in three publications in notable peer reviewed journals
- Gained strong background in statistics and statistical theory
- Research based thesis: *Literature classification using a modified Ising Model*

B.A. in Computer Science

5/2005

- College of Charleston, Charleston SC. Graduated *cum laude*.
- Performed research using Artificial Neural Nets to analyze music and predict the human perception of pleasantness
- Led a research project to create a distributed replacement system for email (SMTP).

SPEAKING

- TV/Radio, including the Kojo Nnamdi Show on DC's NPR station
- Tech conferences, including PyGotham, International Federation for IT and Travel & Tourism, SC Ruby Conference, etc.
- Educational, like teaching a General Assembly class and speaking at the State of Data Science Education with the Chief Data Scientist for the United States
- Journalism conferences, like Hacks and Hackers, Hacking Journalism, and the international News Xchange conference
- Bioinformatics conferences, like the International Conference on Intelligent Systems for Molecular Biology
- Many meetups, including Data Science DC, NYC's Hack 'n' Tell, Data Innovation DC, DC Ruby, etc.

PUBLICATIONS

Adam J Richards, Brian Muller, Matthew Shotwell, L Ashley Cowart, Berbel Rohrer, and Xinghua Lu. "Assessing the functional coherence of gene sets with metrics based on the Gene Ontology graph." *Bioinformatics (Oxford, England)* **26**, i79–i87 (2010).

Brian Muller, Adam J Richards, Bo Jin, and Xinghua Lu. "GOGrapher: A Python library for GO graph representation and analysis." *BMC Res Notes* p. 122 (2009).

Brian Muller. *Literature Classification Using a Modified Ising Model*. Master's thesis, Medical University of South Carolina (2009).

Bo Jin, Brian Muller, Chengxiang Zhai, and Xinghua Lu. "Multi-label literature classification based on the Gene Ontology graph." *BMC Bioinformatics* **9**, 525 (2008).

Bing Pan, John C Crotts, and Brian Muller. "Developing Web-Based Tourist Information Tools Using Google Maps." In M Sigala, L Mich, and J Murphy (Editors), *Information and Communication Technologies in Tourism 2007* (Springer Vienna, 2007).

PATENTS

A System for Online Content Optimization (US 61/881,027; provisional)

2013