

# Carlos R. Mercado

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**Data Science (since 2018)**

R (Shiny, Markdown), Python (AI/ML), GIS, SQL

**Crypto (since 2020)**

React, Svelte, Solidity, DeFi, NFTs, Tokenomics

## About Me

Hi! I'm Carlos. I specialize in leading teams to drive growth of crypto products and protocols.

## Professional

Principal Data Scientist

Flipside Crypto

09/2025 – 01/2026

Senior Data Scientist

06/2024 – 09/2025

Data Scientist

06/2022 – 05/2024

- **In-house expert on all things Ethereum** and the broader EVM ecosystem.
- **Head cross-org initiatives** in Marketing, Product, Sales, Growth, and Engineering.
  - **Strategize with C-suite clients** to drive sustainable growth of on-chain activity.
  - **Lead macroeconometric modeling** of blockchains including KPI/metric development, measurement, monitoring, and usage in defining and refining growth strategy.
  - **Design, evaluate, and deploy AI Agents & AI powered products that autonomously plan, query, write, and scale crypto research.**
  - **Lead development of web applications** (Svelte, R Shiny), R & Python packages, custom APIs and advanced **open source research** to grow blockchain powered economies.
- **Led team of 5 analysts** to produce our annual Crypto Users Report, a deep analysis of 8+ blockchains (Ethereum, Optimism, Arbitrum, BASE, Polygon, Solana, etc.).
  - Cited in **50+ Publications, > 2M impressions**, syndicated in Nasdaq, Yahoo! Finance.
- **Led teams of (5 – 8+)** analysts across **20+ research pieces, >50M impressions** to date.
  - Cited across crypto media including Unchained, Bloomberg, Blockworks, Cointelegraph.

Inventor / Founder

True Freeze

10/2021 – 6/2022

- **Led a team of 4** in design and deployment of True Freeze, a DeFi primitive for turning cold storage assets into on-chain certificates of deposit including **solidity architecture, tokenomics design, product management**: Passed Audited by Solidity Finance and **live on Ethereum mainnet**.

Senior Data Scientist

Guidehouse – Washington, D.C.

03/2019 – 10/2021

Data Scientist (AI/ML)

12/2018 – 03/2019

- **Led Technical Sales for the Artificial Intelligence group**, working across 10+ accounts to drive \$2M+ new revenue through AI Strategy with executive level clients.
- **Led teams of 2 – 5 in product development** (R/Python/QGIS) across numerous \$1-10M+ government programs (public health, urban design) in the US and East Africa including AI/machine learning, natural language processing, network analysis, and geospatial analysis.

Associate – R Developer

Econometrica, Inc. – Washington, D.C.

02/2018 – 11/2018

- **Led teams of 3 – 5 in ML/NLP applications** (R/Python) to scale \$1-2M government programs.

Other experience omitted.

05/2014 – 02/2018

## Education

M.S., Applied Economics

Johns Hopkins University

01/2017 – 05/2019

Certificate, Data Science

Johns Hopkins University

09/2016 – 07/2017

B.A., Economics

University of Central Florida

08/2010 – 12/2014