

Chris Chan

Education technology leader with a proven track record of driving substantial revenue growth. Seeking a challenging role in a dynamic organization where I can apply my expertise in data-driven decision making, product development, and optimization of artificial intelligence models to revolutionize education experiences.

EXPERIENCE

John Wiley & Sons, Hoboken, NJ — *Director, Content Development: Math, Statistics, and Data Science*

Jul 2023 - PRESENT

- Manage the product roadmap and budget for the non-CS line of revenue, set KPIs, and communicate results to the courseware leadership team.
- Grew the math, stats, and data science line of revenue from \$1.2m to \$5.2m in four years with an average year-over-year growth of 46.2%.
- Provide research insights into new areas of growth for various disciplines, which includes determining which new titles to develop, identifying and tracking needle-mover projects, and scoping projects with both internal and external stakeholders.
- Evaluate and optimize Large Language Models used to create alt-text for animations used in courseware platform and generate hints in a coding labs platform.
- On track to release the Machine Learning digital courseware product that covers machine learning workflows and deep learning techniques with applications to computer vision, natural language processing, and image generation. Authored 3 chapters with programming activities and labs.

John Wiley & Sons, Hoboken, NJ — *Sr. Manager, Content Development: Math, Statistics, and Data Science*

Nov 2020 - June 2023

- Grew the team to 8 data scientists and statisticians.
- Led the product development for the math, stats, and data science titles.
- Worked cross-functionally with the platform, marketing, and sales teams to launch new products.
- Successfully launched the Data Science Foundations digital courseware product that integrates Jupyter Notebooks, an auto-graded homework system for writing code, and custom web applications using the Streamlit framework.
- Designed and implemented robust data pipelines to facilitate hands-on learning with machine learning algorithms such as clustering and regression models, neural networks, and decision trees.

zyBooks, Los Gatos, CA — *Content Lead: Math, Statistics, and Data Science*

Aug 2018 - Oct 2020

- Managed a team of 5 data scientists and statisticians.

Location: Austin, TX

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Github: <https://cjschan.github.io>

EDUCATION

MA in Mathematics
San Francisco State University
San Francisco, CA

BSc in Mathematics
Dalhousie University
Halifax, Nova Scotia, Canada

SKILLS

Artificial Intelligence, Communication, Change Management, Data Analytics, Data Science, Machine Learning, Organizational Leadership, Product Management, Project Management, Stakeholder Management, Strategic Planning, Team Management

TECHNICAL SKILLS

- **Big Data:** Hadoop, MapReduce, Spark
- **Programming Languages:** Matlab, PHP, Python, R, SQL
- **Markup Languages:** CSS, HTML, LaTeX, XML
- **Python:** Keras, Matplotlib, NumPy, Pandas, PyTorch, Seaborn, Scikit-Learn, Streamlit, TensorFlow
- **R:** Base R, Dplyr, Ggplot, Readr, RMarkdown, Shiny, TidyR

- Developed Shiny applets used in the Introduction to Statistical Investigations product.
- Built data visualizations using SQL and PowerBI to help the executive leadership team plan which projects to include in the 3-year roadmap.
- Created ROI models based on market data, historic performance, and industry trends.
- Utilized web scraping techniques to gather course data for products in the data science and statistics disciplines.
- Conducted A/B testing to determine which features students are likely to engage with in the zyBooks platform.
- zyBooks was acquired by John Wiley & Sons for \$56 million in 2019.

zyBooks, Los Gatos, CA —

Content Developer: Math, Statistics, and Data Science

Aug 2018 - Oct 2020

- Developed, tested, and successfully debugged Python code for an automated homework system.
- Wrote case studies using different packages in Python and R that applied different machine learning algorithms to real-world data.
- Responded to bug and non-bug feedback submitted through Trello and Wrike.

Zenith Tutoring, Palo Alto, CA —

Software Developer

June 2014 - Aug 2016

- Ingested data from various sources using a combination of SQL, Python, and Google APIs to create data visualization for business intelligence purposes.
- Developed various automation scripts to handle client information, send email, and generate invoices.
- Completed a major project that involves extracting college admissions data from several publicly available databases and building a web application using HTML, PHP, and SQL that generates a list of admissions requirements and other relevant data for all colleges in the United States.

West Valley College, Saratoga, CA —

Statistics Instructor

Aug 2012 - May 2014

- Taught elementary statistics using a simulation-based approach with web-apps and other interactive tools.
- Supplemented lessons using statistical packages in Python and R, Excel spreadsheet activities, and software such as Minitab.
- Held office hours twice a week and performed service-oriented tasks for the department.

PUBLICATIONS

- Chan, C; Bass, A, Lauer; S. [Linear Algebra](#), zyBooks, 2017.
- Chan, C; et al. [Applied Statistics with Data Analytics](#), zyBooks, 2018.
- Chan, C; Rissler, M; Schwab-McCoy, A. [Data Science Foundations](#), John Wiley & Sons, 2022.
- Chan, C; et al. [Statistics for Decision Making](#), John Wiley & Sons, 2024.
- Schwab-McCoy, A; Chan, C; Fellers, P. [Machine Learning](#), John Wiley & Sons, 2024.