

Dat Tran

Born April 30, 1988 in Hanoi, Vietnam, German Citizen

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Summary

Seasoned technology and business leader with extensive experience in creating, transforming and leading both large and small (technological) organizations. Passion for building up high performance, cross-functional and self-managed balanced teams (from scratch). Entrepreneurial mindset through my family's business. Open-source and machine learning evangelist with global reach. Big fan of agile practices, lean product development & extreme programming practices.

Highlights:

- I established and led Axel Springer AI (<https://ai.axelspringer.com/>), the artificial intelligence unit of Axel Springer SE, one of the largest digital publishing house in Europe
- Driving Axel Springer's change into a real "tech" company:
 - Established and managed the Axel Springer Tech Blog
 - Co-organized the Axel Springer TechCon 2019 which was the first installment of a group-wide conference within the Axel Springer group
 - Established a more open-source and research-driven mindset with several successful open-source projects e.g. imagededup 3k stars, image-super-resolution 1.9k stars etc.
- Turned idealo's data team from a pure cost center into a profit center e.g. monetizing our data for CRM campaigns which resulted in EUR 1 million additional revenue in the 1st year and EUR 2 million in the 2nd year
- (Keynote) speaker at several internal and external conferences e.g WeAreDevelopers, PyData etc.
- Mentor for AI, (tech) products and leadership
- My (online) publications reach thousands of viewers

Experience

- **Priceloop GmbH** Berlin, GER
CTO & Co-Founder 10/2020 - present
 - Building up a top-notch product & engineering team to develop our nocode pricing platform
 - Helping to raise money with my co-founder and just looking good and smiling in the meeting
 - Code code code and shipping products to our customers
- **Axel Springer Ideas Engineering GmbH** Berlin, GER
Head of AI at Axel Springer AI 06/2019 - 09/2020

- Establish and lead Axel Springer AI, the artificial intelligence unit of Axel Springer SE, one of the largest digital publishing house in Europe
- My team's research focus was mainly on Voice (TTS & STT) and NLP topics. We also open-sourced several projects:
 - * TransformerTTS (Implementation of a non-autoregressive Transformer based neural network for text to speech.) - <https://github.com/as-ideas/TransformerTTS>
 - * ForwardTacotron (Generating speech in a single forward pass without any attention!) - <https://github.com/as-ideas/ForwardTacotron>
 - * headliner (Easy training and deployment of seq2seq models.) - <https://github.com/as-ideas/headliner/>
- Driving Axel Springer's change into a real "tech" company:
 - * Established and managed the Axel Springer techblog
 - * Co-organized the Axel Springer TechCon 2019 which was the first installment of a group-wide conference within the Axel Springer group
 - * I'm the "face" of the new employer branding for technology within the Axel Springer group
 - * Represented Axel Springer internally and externally at several renowned conferences, podcasts, magazines etc.
 - * Established a more open-source and research-driven mindset
 - * Evangelizer for Tech & Product first

• **idealo internet GmbH**

Berlin, GER

Head of Data Products at idealo

10/2017 - 05/2019

- Co-head of the data team (25+ people) with a special focus on building up the data science/data engineering team (built up from scratch - hired 6 people within 9 months)
- Led the data science team directly where my team's research focus is on:
 - * Interpretability of deep learning models (mainly computer vision problems)
 - * Efficient deployment of machine learning models
 - * AutoML
 - * Data collection process (in-house labeling and external mechanical turk approaches)
- Selected projects of my team:
 - * We used deep learning to automatically rank millions of hotel images (300+ million) according to their aesthetic and technical quality which helped to improve the listing for small and mid-sized hotels
 - * We trained CNNs to automatically generate nice looking product galleries which reduced the workflow time of our content team by 75%
 - * We built a tree-based classifier to predict non-purchases of customers which helped our CRM team to target those customers three days ahead before we receive the actual sales data by the shops
- Provided technical and scientific guidance to senior team members and also our machine learning trainees
- Created the machine learning powered roadmap for idealo for both product and research
- Turned the data team from a pure cost center into a profit center e.g. monetizing our data for CRM campaigns which resulted in EUR 1 million additional revenue in the 1st year and EUR 2 million in the 2nd year
- Set up a regular knowledge sharing session internally and externally across the Axel Springer companies including Bonial, Upday etc.

- Established the open-source strategy under the idealoTech umbrella and executed it e.g. created and managed the idealoTech blog (<https://medium.com/idealo-tech-blog>), idealo's Github landing page and also the @idealoTech channel on twitter
- My team open-sourced several projects with high business impact:
 - * image-quality-assessment (Convolutional Neural Networks to predict the aesthetic and technical quality of images.) - <https://github.com/idealo/image-quality-assessment>
 - * image-super-resolution (Keras implementation of the Residual Dense Network for super scaling images.) - <https://github.com/idealo/image-super-resolution>

• Pivotal Inc.

Berlin, GER

Senior Data Scientist at Pivotal Labs

10/2015 - 10/2017

- Leading and managing the Data Science practice for Pivotal Labs Berlin
- Created machine learning models and put them into production for various clients
- Supported pre-sales activities by creating demos/proof of concepts and blog articles
- Scoped data science projects including proposal writing, resource estimations and budget allocation
- Provided data science thought leadership, for example, helped to establish the smart apps idea and XP practices into data science like TDD (<http://tinyurl.com/gme62kr>), pair programming and CI/CD
- Established an API First culture within the company: <http://tinyurl.com/z9kv5ae>
- Gave talks at PyData Berlin, London, San Francisco 2016 and CF Summit Europe 2016
- Data Scientist from 10/2015 - 06/2016

• Accenture GmbH

Berlin, GER

Data Scientist at Accenture Digital

08/2014 - 09/2015

- Built up internal capabilities and showcases in the area of network analytics, operations analytics, text analytics, customer analytics and data visualizations
- Worked on setting up an analytics center of excellence for a large German airline
- Led and co-ordinated workshops at customers to demonstrate the value of data science
- Acted as point of contact for internal requests of various advanced analytics topics such as machine learning and optimization
- Supported pre-sales activities by creating proof of concepts for clients in telecommunication, aviation and automotive
- Helped to organize internal and external events such as TEDxRheinMainSalon Datanauts and LMU DataCrunch

• Others

Various roles

- Experienced (keynote) speaker and advisor for many diverse topics such as AI, technology, culture & transformation. Some references: Bertelsmann, Sparkasse, Süddeutscher Verlag, Dataiku
- I'm a mentor for AI, (tech) products and leadership e.g. Springboard <https://www.springboard.com/>
- I'm part of Google's Developers Experts (GDE) program for Machine Learning. I try to evangelize and build a community around AI and ML
- Member of the program committee for Data Festival <https://www.datafestival.de/>
- I've worked for my family's business for years where I managed several things from online marketing (SEO, review portals and social networks) to finance
 - * Sy Restaurant - <http://www.sy-restaurant.de/>

- * Hotel Diana Berlin - <http://www.hotel-diana-berlin.com/>
- * Humydo - Pham & Tran GbR - <https://humydo.com/>
- During my undergraduate I interned at several Investment Banks e.g. Deutsche Bank, Jefferies. I gained experience in M&A, equity research and also asset management
- Thesis Advisor:
 - * Hong Ngoc Truong. Bachelor Thesis, co-supervisor with Prof. Dr. Manfred-Erich Jäger-Ambrozewicz, HTW Berlin - University of Applied Sciences, Germany. Title: "Machine Learning: Tree-Based Algorithms", 2018

Education

- **Humboldt University of Berlin** Berlin, GER
Master of Science in Business Administration, Grade 1.9 10/2011 - 12/2013
 - Field of Specializations: Operations Research and Econometrics
 - Research Interests: Graph Theory, Queuing Theory and Dynamic Programming
 - Master Thesis: Optimal Design for an Online Dutch Auction Selling Airline Tickets
 Advisor: Prof. Dr. Kurt Helmes, Department of Operations Research, Grade 1.7
 Digital Copy: <http://tinyurl.com/jsq8hwp>
- **Berlin School of Economics and Law** Berlin, GER
Bachelor of Arts in Business Administration, Grade 1.5 04/2008 - 07/2011
 - Field of Specializations: Banking & Finance and Accounting
 - Bachelor Thesis: Best of N Concept - A Comparison of Dynamic Asset Allocation Strategies
 Advisor: Prof. Dr. Thomas Wolke, Department of Finance, Grade 1.7
 Digital Copy: <http://tinyurl.com/184jskr>
- **Study Abroad at the University of Sydney** Sydney, AUS
Exchange Program 03/2010 - 08/2010
 - Courses taken in Portfolio Management, International Financial Management, International Business Strategy, Calculus I and Linear Algebra I
- **Friedrich Anton von Heinitz Gymnasium** Rüdersdorf, GER
Abitur, AP English and Chemistry, Grade 2.5 07/2007

Selected Online Publications

- **Deep Learning for Classifying Hotel Aesthetics Photos** NVIDIA Developer Blog
<https://tinyurl.com/yadn9wgk> - Jointly with Christopher Lennan 10/2018
- **What is Minimum Viable (Data) Product?** Medium - idealo Tech
<https://tinyurl.com/ybqs55bt> 06/2018
- **My two cents on what makes a good data scientist nowadays?** Medium - Towards DS
<http://tinyurl.com/y9grlbrg> 07/2017
- **8 "Simple" Guidelines For Data Projects** Medium - Built to Adapt
<http://tinyurl.com/m8nhv2o> 04/2017
- **Continuous Integration for Data Science** Pivotal Engineering Journal
<http://tinyurl.com/j6ghfht> 02/2017
- **Delivery in a Land with No Postcodes** Medium - Actionable Data
<http://tinyurl.com/gqat3bo> - Jointly with Megha Agarwal 11/2016
- **How Automakers And The IoT Are Colliding To Save Lives** Pivotal Blog
<http://tinyurl.com/jjcvaxs> 10/2016

- **Test-Driven Development for Data Science** Pivotal Engineering Journal
<http://tinyurl.com/gme62kr> - Jointly with Megha Agarwal 09/2016
- **API First for Data Science** Pivotal Engineering Journal
<http://tinyurl.com/z9kv5ae> - Jointly with Alicia Bozyk 07/2016

Selected Talks

- **Future of AI Europe 2019** Berlin, GER
Keynote Talk: The Future of Media is AI 12/2019
- **WeAreDevelopers Congress Vienna 2019 - <https://tinyurl.com/uzy7z8c>** Vienna, AUS
Deep Learning for Aesthetics: Training a Machine to See What's Beautiful 11/2019
- **Digitale Leute Summit 2019** Cologne, GER
Fireside Chat about Lean AI 11/2019
- **Infoshare AI & Data Science** Warsaw, POL
Deep Learning for Aesthetics: Training a Machine to See What's Beautiful 11/2019
- **EGG Germany 2019** Stuttgart, GER
Keynote Talk: From ML Research to Production - the Autobahn Way! 11/2019
- **Future of Trust Summit** Frankfurt, GER
Artificial Intelligence - From Science-Fiction to Real Use Cases 11/2019
- **DataHack Summit 2019** Bangalore, INDIA
Deep Learning for Aesthetics: Training a Machine to See What's Beautiful 11/2019
- **AI Show Madrid** Madrid, ESP
Demystifying the Buzz in Machine Learning! (This Time for Real) 10/2019
- **Bertelsmann Data Exchange Week** Bielefeld, GER
Keynote Talk: ML @ Axel Springer 10/2019
- **VSNE Startup Idea Contest - The Grand Final Round** Berlin, GER
Keynote Talk and Panelist 09/2019
- **I.E.C.T. Summer School 2019 - <https://tinyurl.com/sfl58na>** Innsbruck, AUS
Keynote Talk and Panelist 08/2019
- **ODSC India 2019 - <https://tinyurl.com/rrtfdo7>** Bangalore, INDIA
Image ATM - Image Classification for Everyone 08/2019
- **Chief Data Officer Exchange Europe 2019 - <https://tinyurl.com/y3dnk9xl>** Berlin, GER
Keynote Talk: Demystifying the Buzz in Machine Learning! (This Time for Real) 06/2019
- **GCAAI 2nd Annual Meeting 2019 - <https://tinyurl.com/y3oqk7y8>** Berlin, GER
Axel Springer AI - the past, present and future 06/2019
- **DataHack Radio (Analytics Vidhya) - <https://tinyurl.com/y4rf5akx>** Remote, INDIA
Exploring Computer Vision and Data Engineering with Dat Tran 04/2019
- **hub.berlin 2019 / Big-Data.AI Summit 2019** Berlin, GER
Automate the Boring Stuff with Machine Learning 04/2019
- **code.talks commerce 2019 - <https://tinyurl.com/y4fvkjg8>** Berlin, GER
AI Use Cases @ idealo 04/2019
- **Data Festival 2019 / Panel Discussion** Munich, GER
AI impact on P&L 03/2019
- **Data Natives 2018 - <https://tinyurl.com/y8mgvpsv>** Berlin, GER
Demystifying the Buzz in Machine Learning! (This Time for Real) 11/2018

- **Axel Springer CTO Workshop 2018** Berlin, GER
AI Use Cases @ idealo 11/2018
- **Süddeutscher Verlag UB Fachinformation** Munich, GER
Keynote Talk: Smart Apps - The New Normal 07/2018
- **Chief Data Officer Exchange Europe 2018** Berlin, GER
Fireside Chat - Creating Profitable Data Opportunities 06/2018
- **Data Festival 2018** - <https://tinyurl.com/y7jrneej> Munich, GER
What is the big in (Big) data? And how lean can your data be... 04/2018
- **Tech Open Air / Panel Discussion** - <http://tinyurl.com/y8vngang> Berlin, GER
New Age of Analytics for Digital Products? 07/2017
- **Pivotal Big Data Roadshow** - <http://tinyurl.com/mnsgcce> Seoul, KOR
Smart data-driven apps 04/2017
- **Cloud Foundry Europe Summit 2016** - <https://youtu.be/z7AmakqpgdQ> Frankfurt, GER
Saving human lives with the IoT 09/2016
- **PyData SF 2016** - <https://youtu.be/HyjZFYDubf8> San Francisco, USA
How you really get your data science models into production - the cool way! 08/2016
- **PyData Berlin 2016** - <https://youtu.be/ZojIGRS3HLY> Berlin, GER
PySpark in Practice - Joint talk with Ronert Obst 05/2016
- **PyData London 2016** - https://youtu.be/SETpipUZ_Lc London, UK
PySpark in Practice - Joint talk with Ronert Obst 05/2016

Selected Open-Source Projects

- **imagededup** - <https://tinyurl.com/yyaoe587> ★ 3000+ ♡ 200+
Finding duplicate images made easy!
- **Object Detector App** - <http://tinyurl.com/yyf7tmu9> ★ 1100+ ♡ 600+
Real-Time Object Recognition App with Tensorflow and OpenCV
- **face2face Demo** - <http://tinyurl.com/y3u6u4cs> ★ 1100+ ♡ 350+
pix2pix demo that learns from facial landmarks and translates this into a face
- **Raccoon Dataset** - <http://tinyurl.com/y29v4uhk> ★ 1000+ ♡ 700+
Trained a Raccoon detector with TensorFlow's Object Detection API
- **jupyter2slides** - <http://tinyurl.com/y4qfenxv> ★ 700+ ♡ 150+
Cloud Native Presentation Slides with Jupyter Notebook + Reveal.js

Skills & Interests

- Computer
 - Very good knowledge in Python including the PyData stack: scikit-learn, pandas, matplotlib, XGBoost etc.
 - Working experiences with deep learning frameworks such as TensorFlow and PyTorch
 - Practical experiences in solving big data problems using Apache Spark (PySpark) and MPP databases
 - Worked under a Test-Driven and CI/CD environment and constantly embraced Pair Programming
 - Experiences with Microservices, PaaS and Cloud Computing (Cloud Foundry, AWS, GCP)
 - Good knowledge in SQL, Git, VIM, L^AT_EX, UNIX
 - Experiences with HTML, CSS and JS (mainly React)

- Industry
 - Industry experiences in Media, Telecommunications (Postpaid, LTE and VoIP), Aviation (Customer Segmentation), Automotive (Spare parts management, Aquaplaning prediction), Banking, Logistics and E-Commerce
- Languages
 - German (native), English (fluent), Vietnamese (beginner)
- Others
 - Taekwondo, Soccer (11 years Landesliga), Traveling, Literature, Cooking, History, Strategy Games
 - McKinsey Masters 2013 Regional Winner and second in the Nationals
 - e-fellows.net Scholarship

References

Dr. Michael Natusch

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