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

- **Axel Springer Ideas Engineering GmbH**   Berlin, GER
  Head of AI at Axel Springer AI   *06/2019 - present*
  - 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** <div style="float:right">Berlin, GER</div>
  Master of Science in Business Administration, Grade 1.9 <div style="float:right">10/2011 - 12/2013</div>
  - 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** <div style="float:right">Berlin, GER</div>
  Bachelor of Arts in Business Administration, Grade 1.5 <div style="float:right">04/2008 - 07/2011</div>
  - 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/l84jskr`

- **Study Abroad at the University of Sydney** <div style="float:right">Sydney, AUS</div>
  Exchange Program <div style="float:right">03/2010 - 08/2010</div>
  - Courses taken in Portfolio Management, International Financial Management, International Business Strategy, Calculus I and Linear Algebra I

- **Friedrich Anton von Heinitz Gymnasium** <div style="float:right">Rüdersdorf, GER</div>
  Abitur, AP English and Chemistry, Grade 2.5 <div style="float:right">07/2007</div>

Selected Online Publications

- **Deep Learning for Classifying Hotel Aesthetics Photos** <div style="float:right">NVIDIA Developer Blog</div>
  https://tinyurl.com/yadn9wgk - Jointly with Christopher Lennan <div style="float:right">10/2018</div>
- **What is Minimum Viable (Data) Product?** <div style="float:right">Medium - idealo Tech</div>
  https://tinyurl.com/ybqs55bt <div style="float:right">06/2018</div>
- **My two cents on what makes a good data scientist nowadays?** <div style="float:right">Medium - Towards DS</div>
  http://tinyurl.com/y9grlbrg <div style="float:right">07/2017</div>
- **8 "Simple" Guidelines For Data Projects** <div style="float:right">Medium - Built to Adapt</div>
  http://tinyurl.com/m8nhv2o <div style="float:right">04/2017</div>
- **Continuous Integration for Data Science** <div style="float:right">Pivotal Engineering Journal</div>
  http://tinyurl.com/j6ghfht <div style="float:right">02/2017</div>
- **Delivery in a Land with No Postcodes** <div style="float:right">Medium - Actionable Data</div>
  http://tinyurl.com/gqat3bo - Jointly with Megha Agarwal <div style="float:right">11/2016</div>
- **How Automakers And The IoT Are Colliding To Save Lives** <div style="float:right">Pivotal Blog</div>
  http://tinyurl.com/jjcvaxs <div style="float:right">10/2016</div>
- **Test-Driven Development for Data Science** <div style="float:right">Pivotal Engineering Journal</div>
  http://tinyurl.com/gme62kr - Jointly with Megha Agarwal <div style="float:right">09/2016</div>
- **API First for Data Science** <div style="float:right">Pivotal Engineering Journal</div>
  http://tinyurl.com/z9kv5ae - Jointly with Alicia Bozyk <div style="float:right">07/2016</div>

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, LaTeX, 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
Global Head of Artificial Intelligence - Prudential plc
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Managing Director - Accenture Analytics
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