

# DAVID NIELD

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## SKILLS

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**Languages and Tools** - R (Primary), SQL (Primary), Python (Secondary), Git

**Technical Skills** - Experimental design (A/B tests, sequential Bayesian optimization), observational causal inference (difference-in-differences, regression discontinuity), time series forecasting (ARIMA, ETS, and deep learning foundation models), supervised machine learning (gradient boosting, random forest, penalized linear and logistic regression), database architecture

**Business Skills** - Public speaking, writing and presenting to non-technical business audiences, breaking down open-ended business requests into concrete next steps and solutions, leading cross-functional teams on technical projects, data governance

## EXPERIENCE

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### Walmart Connect

*Staff Data Scientist*

*Senior Data Scientist*

Los Angeles, CA

Oct 2025 - Current

Oct 2023 - Oct 2025

- First data scientist on Walmart's Advertising Sales team, working with and reporting directly to the Sales executive team.
- Drove the creation of a formalized data governance structure across a 65-person Sales Analytics organization with assigned business data stewards defining – and technical data stewards implementing – single source of truth business definitions and metrics, resulting in less time investigating causes of metric discrepancies.
- Co-architect and lead developer of a semantic data model following star schema and medallion architecture models, resulting in less time and errors maintaining the duplicative implementations across model/dashboard/report-specific data pipelines.
- Modernized SQL development practices by training and mentoring teammates on the use of Git for version control, resulting in greater ability to collaborate concurrently on scripts maintaining data pipelines and conduct peer code review.
- Project lead for a cross-functional team of data scientists, product managers, and data engineers for the Sales revenue forecast model used across the organization.
- Developed and maintain the model used for setting Sales quotas/incentive planning for over 300 sales managers, improved accuracy by 20% and reduced variance by 50% over prior sales quota model.
- Developed the company's first advertiser churn model, reducing churn-mitigation action from Sales manager from 30 days since last ad spend to 11 days.
- Developed and maintain the data pipeline for the company's first advertiser "life stage" segmentation, driving faster and better identification of advertisers' individual needs by Sales managers.

### Penguin Random House

*Data Scientist (Contract)*

Oakland, CA

May 2023 - Aug 2023

- Three month contract to aid in transition of Callisto data systems and models to Penguin Random House's infrastructure.
- Developed and ran an A/B test testing relative performance between the advertising campaign optimization algorithm I developed at Callisto to the system used at Penguin Random House.

### Callisto Media, Inc.

*Data Scientist*

*Associate Data Scientist*

*Senior Data Analyst*

*Data Analyst*

Oakland, CA

May 2022 - May 2023

July 2021 - May 2022

September 2020 - June 2021

July 2019 - August 2020

- Data scientist #2 and employee ~#60 at a fast-growing start-up: growing from 60 employees in 2019 to 500 employees in 2022 prior to COVID contraction and later acquisition of the company by Penguin Random House in May 2023.
- Used word embeddings to cluster customer search terms into the topics used for identifying new product opportunities.
- Developed and maintained the business-critical "topic demand" prediction model, used as the first step of every book published by the company.
- Developed A/B tests and Bayesian optimization algorithms used for online advertising campaign optimization.
- Built time series forecasting models used for demand forecasting and inventory planning.
- Interim Data Science Manager for 5-person data science team during manager's 5-month parental leave and sabbatical.

## EDUCATION

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### University of California, Berkeley

M.A., Political Science

Berkeley, CA

May 2019

### The Ohio State University

B.S., Political Science; Minor in Statistics

Columbus, OH

May 2017