Derek McCrae Norton

7315 Ashley Trace, Cumming, GA 30028

☐ (404) 805-7927 | ✉ dnorton1@gmail.com | ⬛ dermcnor | ⬛ dermcnor | 🐦 dermcnor

Introduction

Director level analytics leader that is well versed in advanced statistical methods, predictive modeling, machine learning with specific focus on marketing analytics, credit scoring, and healthcare analytics.

Proven ability to:

- Build and manage analytics teams.
- Develop, implement, and support complex statistical modeling, analysis and reporting techniques.
- Consult and educate clients on enterprise analytics.
- Develop and conduct analytic training.

Specialties: Analytic Leadership, Analytic Consulting, Predictive Analytics, Data Science, Machine Learning

Employment

Microsoft
Redmond, WA

SENIOR DELIVERY DATA SCIENTIST – MICROSOFT CONSULTING SERVICE
May 2015 - Present
- Data Science lead for all interactions with clients ranging from Data Scientists to C-Level Execs
- Developed, managed, and participated in a client facing teams of Data Scientists and Architects to create and enable partner and client analytic products utilizing both on-prem and cloud-based Microsoft products as well as open source technologies such as R and Python
- Actively managed multiple concurrent teams across multiple global client engagements
- Spearheaded development of the Delivery Data Scientist role in Services with HR
- Mentored junior and aspirant Data Scientists

Revolution Analytics
Mountain View, CA

LEAD DATA SCIENTIST
April 2014 - May 2015
- Technical lead for all partner relations
- Led software engineering projects for multiple SI partners from scoping to coding to delivery
- Led partners through Revolution R Enterprise learning, use, integration, and delivery
- Developed multiple functions and packages that were integrated into Revolution R Enterprise

Revolution Analytics
Mountain View, CA

LEAD SALES ENGINEER
July 2011 - April 2014
- Built sales engineering team and training collateral from the ground up
- Conducted client PoCs and training, both on-site and remote, on best practices and use of Revolution R Enterprise, the R Language, and integration with technologies like Hadoop, Tableau, and Alteryx
- Principal Analytic Consultant during Professional Services development (2 years)

Norton Analytics
Atlanta, GA

PRESIDENT / PRINCIPAL CONSULTANT
October 2010 - May 2015
- Created R process for scraping housing foreclosures and housing values for profitability reports
- Co-development of a High Frequency Trading Engine for a private investor
- Automated Baldridge Award report generation for the Nashville Airport Authority
- Conducted extensive longitudinal and panel analysis on effects of innovation for a large CPG company

Equifax
Atlanta, GA

SENIOR STATISTICAL CONSULTANT
October 2009 - July 2011
- Equifax liaison to PMML project
- Lead statistician for analytics group
- Director of research for the larger Research and Development group
- Introduced and championed R and Revolution R for analytic modeling and automation
- Created automated methods to predict default rates based on macroeconomic conditions
- Modeled social media usage to create viral marketing scores
- Developed marketing mix models and strategy for the Personal Solutions Group

Aspen Marketing Services
Atlanta, GA

STATISTICAL CONSULTANT
November 2008 - October 2009
- Managed client-side contacts in the automotive and telecom arena
- Created models to predict propensity to purchase, propensity to service, and lifetime value
- Trained group on advanced modeling techniques and implementations in R
- Created and managed proposals for new client projects
- Created an automated procedure for QA on over 50k predictions using SAS ODS output
- Created novel new models to better predict telecom subscribers (>20% increase in accuracy)

InterContinental Hotels Group
Atlanta, GA

SENIOR STATISTICIAN
August 2007 - November 2008
- Managed a team of 2-5 PhD Statisticians
- Created advanced statistical models to target high value potential for direct marketing
- Modeled share of wallet, length of stay, customer lifetime value, and registration propensity
- Conducted Lunch and Learn sessions to educate department on modeling techniques and R
- Provided expertise in evolutionary computation
- Produced models to calibrate survey responses to actual data

Jewelry Television
STATISTICIAN
- Produced revenue forecasts using VARX and decomposition models for entire company
- Created fraud detection procedure based on CART models for incoming orders
- Performed customer segmentation via hierarchical, k-means, and model based clustering
- Created models for customer lifetime value
- Was available for all in house statistical consultation and analysis

Knoxville, TN
October 2004 - August 2007

University of Tennessee
ADJUNCT PROFESSOR
- Organized and taught one semester of Introductory Statistics

Knoxville, TN
January 2007 - May 2007

University of Tennessee
GRADUATE TEACHING ASSISTANT
- Organized and taught five semesters of Introductory Statistics
- Coordinator for C. Warren Neel International Conference on Statistical Data Mining
- Responsible for departmental computer assistance

Knoxville, TN
November 2001 - September 2004

University of Tennessee
SENIOR SYSTEM SUPPORT SPECIALIST
- Solely responsible for staffing and operation of computer lab
- Managed and directed 4+ System Support Specialists and 40 computer stations

Knoxville, TN
January 1999 - November 2001

3M, Traffic Control Materials/Materials and Visibility Research
INFORMATION TECHNOLOGY PROGRAM STATISTICAL ANALYST
- Prepared weather data for analysis through multiple imputation
- Analyzed weather data for presentation to non-Statisticians

St Paul, MN
May 2001 - August 2001

Education

PhD Statistics, The University of Tennessee, Knoxville, TN, May 2006 (ABD)

MS Statistics, The University of Tennessee, Knoxville, TN, May 2002

BS Statistics, Minor: Mathematics and Psychology, The University of Tennessee, Knoxville, TN, December 2000

PhD Statistics
THE UNIVERSITY OF TENNESSEE

Knoxville, TN
May 2006 (ABD)

MS Statistics
THE UNIVERSITY OF TENNESSEE

Knoxville, TN
May 2002

BS Statistics, Minor: Mathematics and Psychology
THE UNIVERSITY OF TENNESSEE

Knoxville, TN
December 2000

Select Conference Presentations

September 2017
How to modernize analytics by migrating from SAS to the Microsoft platform
Microsoft Ignite, Orlando, FL, USA
https://tinyurl.com/dermcnor-ignite2017

September 2017
SAS to R: How to, and is it Enough
EARL: Enterprise Applications of the R Language, London, England, UK
https://tinyurl.com/dermcnor-earl2017

April 2014
Big Data Analytics with R
Great Wide Open Conference, Atlanta, GA, USA
https://tinyurl.com/dermcnor-gwoc2014

August 2011
Ajax v. Odysseus: How to build an R presence in a corporate SAS environment
useR! 2011: The R User Conference, Coventry, England, UK
https://tinyurl.com/dermcnor-user2011

July 2010
David v. Goliath: How to build an R presence in a corporate SAS environment
useR! 2010: The R User Conference, Gaithersburg, MD, USA
https://tinyurl.com/dermcnor-user2010

August 2008
Automating Business Modeling with the AutoModelR package
useR! 2008: The R User Conference, Dortmund, Germany
https://tinyurl.com/dermcnor-user2008

TECHNICAL SKILLS

- **Statistics**: Predictive Modeling, Capture-Recapture Methods, Time Series Analysis, Text Mining
- **Programming**: R, SQL, SAS, Python
- **Big Data**: Hadoop, Spark

OTHER ACCOMPLISHMENTS

- Founder and Director of the Atlanta R User Group (2008 – Present).
- Over 500 hours tutoring and teaching advanced statistics.