

## PEDRO NEVADO

Tf.: (34) 615201910

E-mail: [pedro@didekin.es](mailto:pedro@didekin.es)

<https://github.com/didekin>

## CAREER SUMMARY

**November/2018 - ., Leben, self-employed: Lead data scientist**

### SOFTWARE DEVELOPMENT

#### \* **LebenLab**

Design and development of a multi-customer platform for A/B testing of promotional value propositions. Tests results are fed back into a predictive algorithm based on random forests.

-- Technologies: Julia, Java, Smile ML, TableSaw, MySql, Javalin framework, AWS Lightsail.

-- Integrations: SMS (Sinch) and email (AWS Simple Email Service).

### ANALYSIS

\* **Industries:** telcos, hotel chains, car repair shops, big retailers.

\* **Business domains:** loyalty programs, marketing promotions and customer segmentation, in the B2C and B2B markets.

\* **Tools:** linear and logistic regressions, K-clusters, association rules, decision trees and random forests, NLP (naive Bayes classification with Julia, Azure Text Analytics).

### PUBLICATIONS

\* Book "Marketing de conducción autónoma" ("Self-driving marketing").

**March/2015 - June/2018, self-employed**

- Dídekin: a mobile/server application for resident's associations. Open source in [github/didekin](https://github.com/didekin)

- \* Technologies: Java, MySql, spring-boot, Android, AWS.

**July/2012 – June/2014, CGI: Senior Project Manager**

- Project manager responsible of the design of the new Repsol's payment cards platform.

**January/2012 – June/2012, STERIA: UGI Manager**

- Migration of RBS (Royal Bank of Scotland) business loans portfolio to Santander U.K. Platform.

**January/2007 – November/2011, Oesía: Delivery Manager**

- Projects in ICO, ISBAN and ICF (Instituto Catalán de Finanzas).

**December/2005 –January/2007, Tecnocom: JavaEE Architect**

- Integration of the SGIE application with the rest of Correos' information systems.

**July/2000 – December/2005, Lonja Financiera S.L.: Founder and CTO**

- Star-up for the development of business-to-business Internet applications, based on Java architectures.

**April/1996 - June/2000, Banco Santander: Credit Cards Manager**

## EDUCATION

First year (**70 credits**), Degree in **Mathematics**, 2011, **UAM**: Calculus I, Calculus II, Geometry and Linear Algebra, Sets and Numbers, and Programming in C.

Master of Science in **Economics**, 1989 – 1991, full-time. **University of York**

- Master thesis: *An essay in naive econometrics: an estimation of a system of simultaneous equations.*

**M.B.A.**, 1986 – 1987, full-time. **IE Business School**

*Licenciatura* in **Sociology**, 1980 - 1985. **Universidad Complutense**

- Stage in the Summer School for Social Science Data Analysis, University of Essex.

## FOREIGN LANGUAGES

English: bilingual writing and reading skills; full professional verbal skills.

French: good reading skills; advanced verbal skills.

## TECHNICAL SKILLS SUMMARY

- Data Science: Java, Julia, R, SmileML, SQL, Tablesaw, Azure Text Analytics.
- Distributed architectures: Javaline, Spring-boot, MySQL, AWS.
- Security: JWT (json web token), Open SSL.
- Developer Tools: Maven, Git, IntelliJ, Visual Studio Code, bash shell.

## PROFESSIONAL DEVELOPMENT

### MOOC:

- Data Science courses: *The Data Scientist's Toolbox*, *Getting and Cleaning Data*, *Exploratory Data Analysis*, *Statistical Inference*, *R programming*, by Johns Hopkins University, 2014-2015, Coursera.
- Machine learning, by Stanford University, 2013, Coursera.