Nadina Busuioc

DATA SCIENCE & ANALYTICS LEADER – PROCTER & GAMBLE

Nadina Busuioc is a Data Science and Analytics professional, who leads Procter & Gamble's (P&G's) Supply Chain Analytics team for Europe India Middle East and Africa, out of the company's Innovation Centre in Brussels, Belgium.

She has a Master's degree in Computer Science from the "Politehnica" University of Bucharest and has specialized in developing Advanced Analytics models and applying Operations Research techniques to solve real-world problems for some of the most complex supply chains in the world during the 11 years she spent working in P&G. In her current role she works with the company's Product Supply Vice-Presidents and Directors to define the Data Science & Analytics strategy for each supply chain and to develop complex mathematical models that improve the decisions of the company.

Nadina is a Data Science and Analytics professional whose true motivation lies in combining a scientific approach with a pragmatic attitude in the implementation of solutions in the real, messy world. She also has a personal passion for using data and algorithms to improve the fabric of European cities. This is why, together with a few like-minded Romanians, she has founded CityFabric, an initiative that aims to reduce urban traffic congestion by applying mathematical models and algorithms that companies already use for the optimization of consumer goods transportation.

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