I held various marketing/channel positions with IT & Telecom multinationals for more than 15+ years, where I also had a chance to manage development cycles of several SaaS products. From more technical perspective, I have international project management (PMP certified) experience, as well as data analysis exposure due to my PhD tenure. Combining my domain expertise and data background inspired me to make a career change by joining the Springboard program. Prior to Springboard, I finished the Columbia University Booth Camp. Currently I’m familiar pretty much with all aspects of data science, from regression/classification to text mining/recommender engines, however, due to my Telecom background, I am more focused on churn prediction, as well as listening unstructured data (social media) to make its accuracy better.