
Summary of Experience and Qualifications

- **Leadership and Management:** influenced major business decisions made by senior business executives (CMO, SVPs); mentoring, coaching, and developing direct reports (MBAs, PhDs, MS, MA); client management; project management
- **Economics and business:** strategic marketing & distribution and brand management in entertainment; retail experience in pricing and inventory management; and economic analysis in technology and entertainment industries
- **Technology and programming:** hands on experience with statistical programming software such as SAS and SQL; R; big data systems (e.g. Spark, AWS), and artificial intelligence APIs (e.g. Amazon Machine Learning, Microsoft Azure)
- **Advanced analytics:** Academic training in mathematics, econometrics, optimization, data science, and machine learning; hands on experience building complex models and translating them into digestible business strategy recommendations

Career Progression

NBCUniversal: 2016 - Present

Director of Business Analytics & Research

- Inspired managers and analysts with compelling vision for competing on analytics, stretch assignments, high quality training, increased visibility, and development opportunities
- Estimated financial opportunity in monetizing user generated content on YouTube and Facebook
- Reduced financial risk by predicting global film piracy using advanced econometrics and machine learning models
- Increased the sophistication of TV and film distribution by leveraging piracy data as a proxy for content demand

The Walt Disney Company: 2012- 2015

Managing Consultant | Management Science & Integration

- Motivated direct reports by providing clear and inspiring vision, development opportunities, and challenging work
- Increased ABC's Premiere ad revenue by 21% using econometric modeling and leading a team of highly skilled consultants, economists, and statisticians
- Provided digital marketing insights for ABC using machine learning on billions of DoubleClick ads

Senior Analytics Consultant | Management Science & Integration

- Reduced financial liability from ratings uncertainty for ABC Finance by improving statistical forecasting models by 9%
- Improved operational efficiency by 300% by developing UI tool that simulated thousands of marketing campaigns to find the optimum spend, mix, and statisticians
- Quantified the financial tradeoff between ESPN and ABC Primetime ads during the NBA Finals resulting in substantial gains for the Walt Disney Company

Senior Analyst | Corporate Brand Management

- Valued the financial synergy of The Walt Disney Company's global assets (e.g. online, TV, film consumer products, etc) using advanced statistical modeling
- Quantified the financial impact of international expansion of Disney Channel on other lines of business include film and consumer products
- Divided customer segmentation and targeting strategy based on statistical clustering of demographic and behavioral attributes

Econ One Research: 2011 - 2012

Economics/Statistical Analyst

- Lead analyst on entertainment and technology antitrust modeling projects
- Clean, merged, and consolidated massive video game and TV sales
- Supported the work of PhD economists in by producing regression analysis of Silicon Valley labor market

UCLA Anderson School of Management: 2007-2009

Research Assistant

- Time analysis of entertainment and technology stocks along Professor Emeritus
- Econometric analysis of executive compensation and performance on company financials

Volunteer Experiences and Causes

UCLA Guest Lecturer

Guest lecturer in econometrics courses, & guest panelist for mathematics department

National Association of Business Economists

Director of Academic Engagement

Education

California State University, Fullerton

M.A. Economics

- Financial Accounting (MBA)
- Econometrics and time series analysis
- Mathematical economics

UCLA

B.S. Mathematics / Applied Science

- Probability and statistics
- Advanced calculus
- Optimization and simulation

B.A. Economics

- International trade and finance
 - Money and banking
 - Econometrics
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Executive Education & Certifications

Harvard Business School

Certification, Business and Management - via Disney

- Developing Employees
- Delegating
- Business Case Development

Stanford University

Graduate Certificate, Data Mining and Applications - Expected 2017

- Statistical Learning
- Data Mining
- Computing with Data

Johns Hopkins University

Specialization, Executive Data Science (Coursera)

- Managing data science projects
- Building a data science teams
- Executive data science overview

Specialization, Data Science (Coursera)

- R programming
- Machine learning
- Data products

University of Pennsylvania

Specialization, Business (Coursera) - Expected 2016

- Accounting
 - Operations
 - Corporate Finance
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