JJ Espinoza

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Summary

Leadership: 5+ years leading advanced analytics projects (PhD, MS): staffing, planning, executive communication, coaching, feedback; business consulting and project management for data-driven projects at Fortune 50 companies

Marketing and Business: 10+ years solving some of the most complicated business questions in the entertainment and technology industries including digital marketing optimization, digital film distribution, and retail operations

Data Science & Econometrics: 10+ years of hands on experience in econometrics, machine learning, text mining, and optimization algorithms developed in: SQL, R, Python, Big Data (Amazon Machine Learning, Google Big Query)

Experience

Director of Business Analytics & Research
NBCUniversal [Jan. 2016 - Present]
- Championing a data-driven culture and driving long-term business value creation through best-in-class analytics capabilities
- Hands-on application of statistics, econometrics, and machine learning algorithms to complex digital business problems
- Leading team of analytics managers and analysts using R, Python and SQL with backgrounds in mathematics and business (MBAs)
- Cross-functional leadership across technology, ad sales, film distribution, marketing, finance, legal, and operations
- Budgetary responsibilities including capital expenditures, third party research projects (Ph.D. Economists), and vendor management

Managing Consultant (Advanced Marketing Analytics Manager) | Management Science & Integration
The Walt Disney Company [2012 - 2015]
- Promoted in less than a year due to exemplary analytics, business, and leadership skills (highest performance rating 2+ years)
- Lead digital marketing attribution project for ABC television from executive buy-in, analytical modeling, to communicating results
- Prepared analysis and PowerPoint for wide dissemination among senior leadership (CMO, CSO, EVPs, SVPs)
- Hands on development of econometric, machine learning, and optimization algorithms in R (predictive and prescriptive analytics)
- Multichannel marketing optimization data scientist (Digital, Cable, OOH, Print, etc.) directly responsible for revenue in $100s millions

Senior Analyst | Corporate Brand Management
- Developed the department's first scientific measurement of Disney Channels impact on other divisions (e.g. film, cable, etc.)
- Pioneered the use of econometrics to measure promotional uplift at Disney Stores resulting in incremental revenue gains
- Automated analysis of global consumer survey data by building efficient programming code (e.g., loops, control structures, etc.)

Economic/Statistical Analyst
Econ One Research [2011 - 2012]
- Programmatic data analysis using SAS and entrusted with Google HR data in large technology project resulting in $400m+
- Statistical analysis of gaming data from EA sports including pricing, quantities sold, and influence of quality on revenue
- Analytics project on airline price collusion which included regression modeling of drivers of costs (fuel, demand, seasonality, etc.)

Demand Planner/Predictive Modeler
Pacific Sunwear [2010 - 2011]
- Built first store level price elasticity models (1000+ models) using advanced econometrics to drive promotional strategy
- Improved product specific forecast accuracy by leveraging time series analysis which resulted in improved inventory allocation
- Automated store segmentation process (k-Means) into the most cohesive groups to inform strategic price/product testing

Research Assistant
UCLA Anderson School of Management [2007 - 2009]
- Work-study under Professor Emeritus of finance, Fred Weston (mentor of Nobel Prize winning economists), on stock analysis

Education

M.A. Economics, Econometrics, Time Series Analysis
California State University, Fullerton – Mihaylo College of Business and Economics

- Financial accounting (MBA course)
- Regression and econometrics
- Advanced statistical forecasting
- Statistical programming (SAS, R)
- Mathematical economics
- Money and banking

B.S. Mathematics/Applied Science
UCLA

- Statistics and Probability
- Quantitative chemistry and biology
- Advanced multivariable calculus
- Engineering physics
- Astrophysics
- Computer programming

B.A. Economics
UCLA

- International finance
- Banking and financial market
- Optimization (linear programming)
- Probabilistic microeconomics
- Technology and economic growth
- Macroeconomic theory

Certifications & Trainings

Marketing Certificate
University of Pennsylvania - MOOC

NBCUniversal JUMP Leadership Program
NBCUniversal Talent Lab

Digital Analytics for Marketing Professionals
University of Illinois

Google Analytics Certified
Google

Data Science & Executive Data Science Specialization
Johns Hopkins University – MOOC

Google Adwords Certified
Google

Google Cloud Big Data and Machine Learning
Google

Python Programming for Data Science
Microsoft – MOOC

Disney High Potentials Leadership Program
Disney University & Harvard Mentor

Big Data Technology Fundamentals
Amazon Web Service

Volunteer Experiences

Management Center's Industry Mentor Board
UCLA Anderson School of Management [2017]

- Industry insights to MBA students focusing on technology
- Future growth opportunities for technology
- Current business applications of machine learning

Guest Lecturer | Econometrics
UCLA Economics Department [2011 - 2016]

- Public speaking to 300+ students per year
- Entertainment economics lectures
- One-on-one mentoring with Sharpe Fellows

Director
NABE/U.S. Federal Reserve Bank

- Provided 50+ scholarships to top economics students
- Web traffic measurement of website

Director of Finance
Global Business Brigades

- ROI modeling of agricultural production in Honduras
- Accounting during non-profit certification