
Summary and Career Themes

Leadership: 5+ years leading advanced analytics projects (PhD, MS): staffing, planning, executive communication

Machine Learning & Econometrics: 10+ years of hands on econometrics, machine learning, and optimization

Business Consulting: 5+ years in economic and internal business consulting teams (Fortune 50)

Technology & Software: 7+ years of hands on statistical programming: R, SAS, SQL, Python

Career Progression

Director of Business Analytics & Research

NBCUniversal [Jan. 2016 - Present]

- Communicated advanced analytics vision for department to senior leadership (SVP, EVP, etc.), executing vision successfully
- Cross-functional leadership across technology, ad sales, film distribution, marketing, finance, legal, and operations
- Partnered with senior technology executive to secure Hadoop infrastructure and SAS server environment increasing efficiency
- Leading team of analytics managers and analysts using R, Python, SAS and SQL with backgrounds in mathematics and business
- Leadership and technical development of direct reports which includes communication, analytics, and management discussions
- Hands-on econometrics and machine learning modeling in R which answers high-value distribution questions (\$100s mil)

Managing Consultant (Analytics Manager) | Management Science

The Walt Disney Company [2012 - 2015]

- Managed multiple advanced analytics projects partnering with executives, technologists, and scientists (Ph.D. statisticians)
- Prepared analysis and PowerPoint for wide dissemination among senior leadership (CMO, CSO, EVPs, SVPs)
- Promoted in less than a year due to exemplary analytics, business, and leadership skills (highest performance review rating)
- TV marketing optimization with heavy hands-on statistical modeling directly responsible for revenue upside in \$100s of millions
- Lead digital marketing attribution project for ABC television from executive buy-in, analytical modeling, to communicating results

Senior Analyst | Corporate Brand Management

The Walt Disney Company

- 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 revenue 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
- Deployed machine learning algorithms in R to further algorithmic trading research and automation
- Automated collection of stock, economic, and other financial data using R programming to connect to APIs

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

- Engineering physics
- Quantitative chemistry and biology
- Advanced multivariable calculus
- Game theory
- Astrophysics
- Computer programming (C++)

B.A. Economics

UCLA

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

Certifications

Disney Leadership Program

Disney University

Data Science Specialization

Johns Hopkins University – MOOC

Leadership Development

Harvard via Disney's Harvard Mentor

Marketing

University of Pennsylvania – MOOC

Executive Data Science Specialization

Johns Hopkins University - MOOC

Microsoft Professional Certificate in Data Science

Microsoft – MOOC [est. 2017]

Honors and Awards

UCLA Honors Program

Beta Gamma Sigma Honor Society

National Science and Mathematics (SMART) Grant

Phi Theta Kappa Honor Society

Volunteer Experiences & Other Qualifications

Easton Technology Management Center's Industry
Mentor Board

UCLA Anderson School of Management

Director of Academics

National Association for Business Economists

Guest Lecturer | Econometrics

UCLA

Director of Finance

Global Brigades