**JJ Espinoza**

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**Summary**

**Data Science & Artificial Intelligence:** 10+ years applying econometrics and machine learning, and other advanced methods to quantify (NLP) what is often thought of as unquantifiable. Guest lecturer in statistics course at UCLA.

**Business Acumen:** 8+ years using business consulting skills to improve business outcomes (+$500 million) in the entertainment, retail, and economic consulting industries. Mentor to UCLA MBA students focusing on technology.

**Strategic Leadership:** 5+ years attracting and developing (hard/soft skills) high-performing data science teams. Responsible for self-directed learning of 400+ employees through NBCU Professional Development Committee.

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**Experience**

**Director | Algorithm Innovation**

20th Century Fox [Oct. 2017 - Present]

* Defining and managing key individual milestones; coordinating with key stakeholders; producing insights into decision making tools
* Hands-on artificial intelligence / deep learning model/NLP development of natural language using Spark, Python, TensorFlow
* Manage co-development projects with R&D partners to continuously challenge/improve interpretation of social media
* Data preparation of streaming data; applying ML/NLP models, and implementing end-to-end, production ready systems

**Director | Analytics**

NBCUniversal [Jan. 2016 – Oct. 2017]

* Championing algorithm-driven decision making in the organization from executive buy-in to the management of complex projects
* Expanded digital revenues (100%+) in particular territories by optimizing release strategies through hands-on statistical modeling
* Reduced sales forecast errors (risk) by 50% through hands-on machine learning in R, data integration (MySQL), Tableau visualization
* Attracted and hired top-tier analytics talent (PhD, Ivy League MBAs) through personal connections (Linkedin 7000+ connections)

**Manager | Management Science & Integration**

The Walt Disney Company [2012 - 2015]

* Delivered $20-$40M in incremental ad sales revenue for ABC Television through hands on machine learning and econometrics
* Promoted in less than a year in Disney’s Central Internal Advanced Analytics team (30+ PhDs) based on leadership and technical skills
* Hired 3 top-tier analytics resources in 3 months after developing case studies (McKinsey style) and rigorous statistical screeners

**Senior Analyst | Corporate Brand Management**

* Subject matter expert on advanced analytics for highly-influential (ex CIA, ex McKinsey, ex Bain) group in Corporate Strategy
* Informed senior executives on TVs contribution to revenues through the use of Nobel Prize winning economic modeling

**Analyst | Economics & Statistics**

Econ One Research [2011 - 2012]

* Lead programmer/analyst on project resulting in $400M settlement in litigation case involving Google, Apple, and Disney
* Estimated $65M dollar Korean Air using advanced econometric models to quantify impact of price-fixing scheme
* Programmatically integrated data (SQL) from multiple sources for PhD economists resulting in a $125M settlement in TV price fixing

**Analyst | Planning & Forecasting**

Pacific Sunwear [2010 - 2011]

* Hired as quantitative expert in centralized planning department to tackle illusive and high-profile advanced analytics projects
* Reduced forecast error by 23% after scraping arithmetic based Excel method and replacing with machine learning process
* Increased store revenues by 8% by replacing rudimentary pricing strategy with 1000+ regression based pricing models

**Research Assistant | Finance**

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

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**Education**

**M.A. Economics, Econometrics, Time Series Analysis**

California State University, Fullerton – Mihaylo College of Business and Economics

* Financial accounting (MBA course)
* Production optimization (calculus based)
* Advanced statistical forecasting
* Consumer Choice Modeling (calculus based)
* Quantitative Macroeconomics
* Advanced econometric modeling

**B.S. Mathematics/Applied Science**

UCLA

* Mathematical statistics/probability
* Quantitative chemistry and biology
* Advanced multivariable calculus
* Engineering and planetary physics (astrophysics)
* Game Theory (strategic decision making)
* Computer programming (C++ , STATA)

**B.A. Economics**

UCLA

* International finance (calculus based)
* Financial markets/investments
* International trade (calculus based)
* Probabilistic microeconomics (behavioral economics)
* Financial accounting
* Real Estate Investing and Business Law

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**Certifications & Trainings**

(full list of 20+ certifications available here)

**Executive Data Science Specialization**

Johns Hopkins University – MOOC

* Building data science teams
* Managing data science projects

**Competing on Analytics**

Harvard University (Executive Education) (2018)

* Enterprise leadership for advanced analytics
* Executive training on data driven initiatives

**High-Potentials Leadership Program**

Disney University & Harvard Mentor

* Project management
* Executive communication

**Artificial Intelligence Specialization**

Coursera - MOOC

* Building cognitive models on data (deep learning)
* Perception models based on brain function (neurons)

**Digital Marketing**

University of Pennsylvania (Wharton) – MOOC

* The consumer journey
* Brand management

**Big Data Technology Fundamentals**

Amazon Web Service (AWS)

* Overview of Big Data technology (AWS)
* Business use cases of Big Data

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**Volunteer Experiences**

**Technology Focused MBA Mentor**

UCLA Anderson School of Management [2017]

* Easton Technology Center Industry Mentor
* Mentoring students on machine learning/technology

**Guest Lecturer | Econometrics**

UCLA Economics Department [2011 - 2016]

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

**Director of Education**

National Association of Business Economists

* Provided 50+ scholarships to economics students
* Partnered with US Federal Reserve Bank for events

**Director of Finance**

Global Business Brigades

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