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Anthony Franklin, PhD

artificial intelligence specialist. 12+ years experience problem solving, team leadership, and customer facing. Experienced public speaker and executive level presenter. Former Div. I college football player and lifelong academic.

Skills

Programming Experience:
> Python, R, SAS, PySpark, Tensorflow/Keras, PostgreSQL, MS SQL Server

Key Experience:
> AWS & Azure Cloud Computing Battle Tested
> Machine Learning (Classification, DOE, Reinforcement Learning, Extreme GB, Random Forest)
> Marketing and Customer Centric Analytics (Customer Retention Analysis, Customer Lifetime Value)
> Risk Analytics (Credit Scorecard Development, Loss-Given Default)
> Deep Learning (Convolutional NN, MLP, Auto-Encoders, GANs)
> Text Analytics (NLP, Topic Extraction, Sentiment Analysis)
> Model Management and Governance
> Data warehouse (Analytics Data Mart, MDM)

Business Intelligence Experience:
> Tableau, PowerBI

Experience

APRIL 2018 - PRESENT

Sr. Cloud Analytics Engineer (OCP) / Microsoft Corp., Charlotte, NC

- Design and develop analytics based solutions for Microsoft Azure strategic partners (ISV & SI).
    - Facial recognition and image classification modeling specialist (CNNs, GANs)
    - Sales and product forecasting modeling specialist (Python Prophet)
    - Text analytics, audio transcription modeling specialist (NLTK)
    - Model lifecycle specialist (MLflow, AML Services)
    - Lead architectural designs for analytics based solutions
    - Team lead for Spark and big data focused engagements (Databricks)
    - Microsoft AI Community contributor (blogs, podcasts, hackfests)

APRIL 2016 - PRESENT

Co-Founder & Board Member / Fanalytical Inc., Chapel Hill, NC

- Served as VP of Data and Analytics (2016-18)
- Model Development
    - Customer/fan centric analyses: customer lifetime value, season ticket renewal models, product upsell/cross-sell models, product recommendation modeling, survey design and response models, fan segmentation, custom product and sales targeting analyses
    - Marketing analytics: sponsorship targeting analyses, personalized fan profiling, customer marketing journey, website activity and social media engagement analyses
- Analytics Platform Design
    - Product management and product roadmap maintainer