Gerard Martínez Canelles

Senior Data Scientist / AI ML Engineer

🇨🇭 *Swiss work B-permit*

Pursued a career in Mathematics that later evolved into a deep interest in Data Science, Machine Learning, and Time Series Analysis. At King, I've applied data to drive impactful business decisions and refined my ability to communicate insights clearly. Energetic, hard-working, and approachable, I also find great fulfillment in teaching and mentoring others.

+41 797396319
gerardmartinezcanelles@gmail.com
linkedin.com/in/gerardmartinezcanelles/

EDUCATION

Master's Degree in Foundations of Data Science at UB
Collaboration Grant with Mathematics and CS Department under the supervision of Dr.Vitrià
Oct 17 - June 18

Bachelor in Business Administration (BBA)
at Universitat de Barcelona (UB)
Sept 11 - Jun 17

Bachelor in Mathematics
at Universitat de Barcelona (UB)
Sept 11 - May 16

Exchange Program at **Université Claude Bernard** in Lyon (2014)

PROGRAMMING

Python
GCP (Bigquery/Vertex AI)
SQL
Looker
Git
Airflow

SIDE PROJECTS

(2023)
https://www.worldmarathonsplanner.com/

SKILLS

Proactivity
Reliable and responsible
Analytical
Problem solving
Hard working

LANGUAGES

Catalan (native)
Spanish (native)
English (advanced)
French (basic)

WORK EXPERIENCE

King (Barcelona, Spain)

Dec 23 - Present
Senior Data Scientist / AI ML Engineer
- Identified and scoped high-impact business opportunities by analyzing Candy Crush IAP product offering; built business cases, guided implementation through ML, and established monitoring frameworks to ensure measurable and continuous improvement.
- Explored automated ML workflows using LangChain, including text-to-SQL tools and automated A/B test reporting powered by LLMs for internal use.

Feb 23 - Dec 23
Senior Data Scientist
- Embedded in the Candy Crush In-App Purchase (IAP) team. Acted as a strategic partner to product leadership, translating player and pricing insights into concrete proposals shaping monetization and feature development.
- Led ML-driven player segmentation and monetization strategy across primary and potential payer segments. Run different pricing research initiatives using Conjoint Analysis, MAxdiff, Gabor-Granger methodologies.

April 2020 - Feb 23
Data Scientist
- Led cross-functional reviews with product managers, using retention, LTV, and monetization metrics to guide roadmap prioritization and long-term strategy.
- Designed and deployed predictive models focused on payer behavior and personalization, directly contributing to improvements in player lifecycle management and revenue optimization.

Sept 2018 - April 2020
Junior Data Scientist
- Part of King's central analytics consulting team. Produced network-level strategic analyses enabling leadership to assess portfolio health and allocate resources across franchises.
- Developed scalable clustering and segmentation solutions to characterize a 150M+ player base.

June 2018 - Sept 2018
CRM Data Scientist Intern
- Built and deployed a daily payer propensity model, also driving the related product proposal.

ESADE (Barcelona, Spain)

Sept 2024 - Present
Academic Collaborator
- Teaching "Applied Mathematics for Management" , "Descriptive Statistics & Probability" and "Business Data Analytics" for BBA students.