

Geoff Perrin

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EDUCATION

New York University

M.S. in Data Science / Urban Informatics

University of Michigan

B.S. in Economics, Mathematics, German

TECHNICAL SKILLS

- Languages: Python, SQL, English, Spanish
- Tools: AWS, GCS, Airflow, Git
- ML: scikit-learn, XGBoost, Keras, transformers
- Specialties: Causal inference, experiment design, geospatial analysis

WORK EXPERIENCE

City of Guadalajara (Contract) • 06/2024 - Present

New York, NY / Guadalajara, MX

Senior Data Scientist

- Leading a data-driven audit of Guadalajara's transparency portal to assess open-data quality, legal compliance, and anti-corruption impact
- Identified systemic gaps in municipal transparency datasets and delivered actionable recommendations to strengthen data integrity and public accountability

City of Detroit (Contract) • 08/2017 - Present

New York, NY / Detroit, MI

Senior Data Scientist

- Built an occupancy predictor ML model for the City of Detroit which, among many other things, allowed the city to focus efforts on helping Detroit's buy back foreclosed homes, valued at over \$8.5M in public benefits
- Geospatial analysis for the Department of Neighborhoods Block Club program - analysis helped facilitate outreach and better target allocation of \$2M in public benefits for block clubs and neighborhood improvement projects

Nelo • 07/2024 - 10/2025

New York, NY / CDMX, MX

Senior Data Scientist

- Building production fintech underwriting / fraud ML models - features derived from LLMs, demographic data, production app data, 3rd party sources - models developed have mitigated \$1M+ annually in existing customer losses
- Improved model latency by 90%, allowing for an expansion of model use cases, leading to an additional \$250k annual mitigation of customer losses
- Extensive A/B testing and causal inference to develop and improve product features, as well as optimize repayment rates
- Working extensively in both English and Spanish

Urbint • 05/2021 - 07/2024

New York, NY

Senior Data Scientist

- Served as cross-functional lead spanning analytics, data engineering, and ML R&D in a fast-paced startup environment
- Meeting with clients in the 'field' to both provide insights internally and back to the clients, as well as continuing to build ML models and perform R&D for model improvements - helped secure \$5M in ARR in renewals
- Built out POC models for one of the continent's largest energy companies to secure \$1M ARR deal
- Developing ETL pipelines to ensure up-to-date, high quality data that makes both the model builds and analysis quick to produce and implement, reducing the end to end time up to 90%
- Presented at GESC Conference on ML work to showcase Urbint and the data team as thought leaders in the industry

Machine Learning Engineer

- Writing production code / building ML models with a focus on energy utilities and their gas assets - extremely collaborative (agile) process, saving lives and utility companies millions of dollars due to significant reduction in number of incidents / gas explosions

Ford Motor Company • 04/2018 - 03/2020

Detroit, MI

Data Scientist

- AV / Smart Cities research - Provided data science expertise to support Ford Smart Mobility products and programs, such as an accessibility tool to support AV initiatives, as well as year long engagements with depts. of transport in Mexico City, Miami, Pittsburgh, and Detroit.

NYU Center for Urban Science & Progress • 11/2016 - 07/2017

New York, NY

Graduate Research Assistant

- Improved the granularity of predicting household waste generation for the Department of Sanitation New York (DSNY) by building a neural network model with an R-squared nearing 0.87.
- Improved NYPD's ability to predict the propensity for a neighborhood to report a shooting incident by building a random forest classification model.

PERSONAL PROJECTS

Masters Capstone:

Measuring Infrastructure Quality

in NYC Through Remote Sensing • 04/2017 - 07/2017

New York, NY

- Collected infrastructure data through images and accelerometer data captured through cell phones - processed and analyzed the data using a combination of machine learning techniques and classic computer vision algorithms
- I was the 'Pitchman' at NYU's 'Pitch Day', presenting our work to a panel of judges that included faculty and local tech leaders - we won third place in the competition

HOBBIES AND ACTIVITIES

Riseboro Spanish-Speaking "Friendly Visitor" Volunteer • 09/2021 - Present

New York, NY

- I make weekly visits & phone-calls to two older Brooklyn residents - we play harmonica, talk baseball, trade jokes, and I try to win at dominos