

Guilherme F. P. Salome

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SUMMARY	Senior data scientist and team lead with a PhD in Economics and MS in Mathematics, building causal and machine learning systems from first principles to production. I currently lead Dynamic Targeting , which guides salesforce engagements across all LillyUSA business units. Hands-on with modeling and code, while also guiding data scientists, working with field and medical partners, and turning messy problems into clear and scalable products.		
SKILLS	Statistics & ML: Predictive modeling, time series, panel data, survival, mixed effects, gradient boosting, Bayesian modeling, simulation. Causal Inference: Matching, DiD, IV, Double ML, experimentation. Coding: R, Python, SQL, Bash, C++, Make, Emacs, Git; Redshift, workflow automation. Leadership: Technical leadership, strategic planning, sprint design (Jira), cross-functional decision-making with marketing, sales, and medical affairs. Languages: Portuguese (native), English (fluent).		
EXPERIENCE	Eli Lilly and Company Senior Advisor – Data Science	Indianapolis, IN, USA 2022 – Present	<ul style="list-style-type: none">• Lead the Dynamic Targeting (DT) platform, which produces 500k+ monthly HCP call suggestions for 2,600 reps across Cardiometabolic Health, Immunology, Oncology, Neurology, and Gastroenterology, prioritizing 200,000 high-opportunity HCPs per cycle.• Designed and led a causal impact framework (CEM-matched cohorts + GLMs + IV) showing a 2% lift in salesforce-impacted revenue attributable to DT, with results reviewed and accepted by statisticians and business leadership.• Transitioned DT operations to an LCCI team of 5 data scientists and 1 manager by building runbooks, code walkthroughs, Jira workflows, and quality checks; the team now owns end-to-end production with 100% on-time delivery and direct cross-functional partnership.• Developed key R&D capabilities around DT and impact measurement, including a pharma marketing simulation environment, a payer-win integration that encodes formulary/access shifts into DT, and a multi-method Medical Affairs impact framework (DiD, event-study, DoubleML, Bayesian hierarchical models) linked to diagnosis and treatment outcomes. Advisor – Data Science 2020 – 2022 <ul style="list-style-type: none">• Built an automated Marketing Mix Modeling (MMM) pipeline covering 17 brands and \$500M+ in annual spend, enabling rapid scenario testing and budget reallocation (<i>2022 CIDO Award</i>).• Designed and analyzed \$80M+ in marketing experiments, identifying optimizations that delivered \$40M+ in incremental revenue and savings.• Created a reusable R framework for commercial analytics and led a 4-person team across the US and India to improve HCP targeting by 20%+, influencing \$1B+ in commercial investments. Duke University Lecturer 2018 – 2019 <ul style="list-style-type: none">• Taught Financial Econometrics, Python, and Matlab to 100+ MS and PhD students, developing modern, code-based materials and managing teaching assistants.
EDUCATION	PhD, Economics – Duke University, USA MS, Mathematics – IMPA, Brazil BS, Economics – Insper, Brazil	2015 – 2020 2012 – 2014 2008 – 2011	
PUBLICATIONS & AWARDS	Selected Research Disagreement in Market Index Options (J. Financial Econometrics, 2024) Awards Eli Lilly <i>GOSO Excellence Award</i> (2025), <i>CIDO Award</i> (2022), <i>Colonel Award</i> (2021). Fellowships <i>Duke University</i> (2015–2020), <i>IMPA</i> (2012–2014); <i>Insper Scholarship</i> (2010–2011).		