Hervé Schnegg - **Head of Data Science**
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UK settled status - Swiss & French citizenships

Profile

- Data science leader with experience across BI, analytics, machine learning and generative AI, applying data to drive innovation and deliver measurable business impact.
- Proven track record of building and leading high-performing data teams, delivering solutions that enhance personalisation, customer retention or marketing effectiveness.
- Combines deep technical expertise with strong commercial acumen to translate complex business needs into actionable data strategies, from data warehousing to AI-driven solutions.

Experience

Head of Data Science, **The Economist Group**, London   Jul 2022 - Present

- Built and led a team of six data scientists, developing capabilities in content metadata extraction, personalisation, subscriber retention and acquisition initiatives.
- Led the adoption of Generative AI in NLP workflows, enhancing the extraction of abstract concepts from content and boosting productivity.
- Member of the original AI Working Group, analysing potential risks and identifying opportunities for The Economist Group.
- Drove development and deployment of content recommendation systems across multiple user contexts, resulting in a significant uplift in engagement.
- Designed new engagement scoring frameworks to deliver actionable insights and optimise retention strategies.
- Refined customer lifetime value (LTV) models, enabling campaign performance to be assessed through long-term value impact.

Head of Data Science, **station10**, London   Oct 2019 - Jul 2022

- Led a growing team of data scientists and mentored analysts transitioning into data science roles.
- Built the company's data science commercial offering and supported sales efforts through client-facing showcases.
- Managed end-to-end data science projects, from scoping to delivery.

Lead Data Science Instructor, **General Assembly**, London   Jan 2019 - Dec 2021

- Recognised as a Distinguished Faculty Member and served on the Data Science Product Advisory Board, contributing to curriculum and product development.
- Taught the part-time data science course to aspiring professionals.
- Delivered customised enterprise data science training to corporate clients.

Principal Data Scientist, **Telegraph Media Group**, London   Jan 2015 - Oct 2019

- Contributed to team management and mentored junior data scientists while liaising with multiple business units.
- Designed online news recommendation systems using context trees and content-based methods in Python.
- Built a subscriber churn model using random forests in Python.
- Developed propensity models for subscriptions and e-commerce conversions.
- Clustered audiences by engagement level using k-means and CART in R.
- Forecasted audience behaviour using ARIMA models with seasonalities and covariates in R.

Senior Data Scientist, **Bright North**, London   Jun 2013 - Dec 2014

- Coached a junior data scientist and supported the implementation of a standardised data project methodology.
- Conducted behavioural segmentation for a pay-TV channel using factor analysis and k-means in R.

- Identified key predictors of subscription intent using logistic regression.
- Developed a model evaluation tool for unknown datasets using automated cross-validation.
- Built a prototype matching engine for shared accommodation using distance measures and linear regression (R, Clojure).

Business Intelligence foundation   Aug 1998 - Jun 2013

- Designed and delivered BI and data warehouse solutions, including data models, ETL pipelines, OLAP cubes, reporting and dashboards. Worked with **Louis Vuitton**, **Business Objects**, **GE Consumer Finance**, **Fitch Ratings** and other companies across the retail, finance and media sectors. Based in Geneva, Paris and London.

Education

Graduate Certificate in Data Mining and Applications, **Stanford University**, Center for Professional Development, Jun 2012 - Apr 2014

MSc Financial Management, Ecole des HEC, **University of Lausanne**, Oct 1994 - Jul 1998

Skills

Machine Learning

- Model assessment and selection: Resampling, cross validation, bootstrap
- Recommender Systems: Context tree, content-based
- NLP: embeddings, text classification
- Generative AI: LLM, prompt engineering
- Linear regression and related methods (Lasso, Ridge), logistic regression
- Tree-based methods, Random forests and boosting
- Neural Networks: PyTorch, TensorFlow

Programming

- Python, SQL, R, Clojure

Business Intelligence

- ETL, OLAP, Kimball methodology
- BI platform Architecture
- Reporting, dashboarding, data visualisation

Business Skills

- Business analysis
- Requirements gathering
- Net Present Value (NPV) analysis
- Leadership, team building, team management

Languages

- English (fluent), French (native)

Other Interests

Aviation

- Powered flying: EASA & CAA Private Pilot Licence (PPL)
- Gliding: BGA Solo Endorsement