Heleno Pioner

Data Science | Strategy | Economics
Wilmette, Ilinóis, Estados Unidos

Resumo

I frame ambiguous problems into simple mental models, so leadership can make better decisions.

My career has been marked with improving how companies do pricing. I dive deep into the customer experience to understand the problem, size the opportunity of solving it, modularize the work to fix it and define the success metrics. I have been doing this for over 10 years, in different industries and different teams within Amazon.

Experiência

Amazon
8 anos 1 mês

Principal Data Scientist / Economist
outubro de 2023 - Present (2 anos 1 mês)
Seattle, Washington, United States

Sr Data Scientist / Economist
outubro de 2021 - setembro de 2023 (2 anos)
Seattle, Washington, United States

- Led science that framed more granular fulfillment fees
o Created a new mental model for Fulfilled by Amazon (FBA) to predict how Sellers' supply chain decisions (inbound and storage) affect Amazon's last mile costs (placement, reactive transfers, speed)
o Worked with OPS and engineers to build a SKU-level valuation model to set minimum fulfillment fee

Sr Data Scientist / Economist
maio de 2019 - setembro de 2021 (2 anos 5 meses)
Greater Seattle Area

Led Science and Business Intelligence for Whole Food Market (WFM) Integration: created metric that allocates Prime subscription revenue to WFM

o Created the first causal inference model to estimate a customer's incremental expenditure at Amazon and WFM after first online purchase at WFM
o Worked with engineers to build data pipelines and productionalize metric into a self-service dashboard for product managers
o Managed a team of three BIEs, responsible for whole suite of OPS & marketing metrics + analysis of acquisition funnel, delivery defects, downstream impacts, and COVID demand forecasts

Data Scientist / Economist
outubro de 2017 - abril de 2019 (1 ano 7 meses)
Greater Seattle Area

- Owned the model for setting FBA storage fees, productionalized in the New Selection Program (NSP), present in 10+ geographies
o Created real-options model to rationalize Sellers' inventory choice under demand uncertainty
o Worked with Business Strategy to create NSP to insulate new selection from end-of-life storage fee impact
o Worked with Finance to set long-term storage fees, reducing inventory cube by 4.4% in aged inventory

Anheuser-Busch InBev
Analytics Manager
janeiro de 2016 - julho de 2017 (1 ano 7 meses)
Urbana-Champaign, Illinois Area

- Managed Revenue Management Analytics team: implemented price optimization tools for top 10 geographies
o Scaled AB Inbev's end-to-end price optimization tool: reduced delivery time to internal customers by 40% and cut project cost by 30% compared to 3P vendors' SLA and costs
o Created new promotion optimization tools: an automated survey to pick the best ROI promo messaging and a ML algorithm to set promotional timing and depth
o Managed a team of 5 scientists in the US and trained and mentored a satellite team in Bangalore, India

Ambev
Data Scientist
março de 2013 - janeiro de 2016 (2 anos 11 meses)
São Paulo Area, Brazil

- Created the Advanced Analytics practice in the Brazilian subsidiary (AMBEV): developed tools for pricing, marketing, and human resources

o Created a ML model to score unvoluntary turnover risk for each employee in the next 12 months and simulate how changes in compensation, benefits and leadership could alter this score; 82% of the employees indicated as high turnover risk actually departed in 18 months

o Developed a lifetime customer value tool to calculate the expected net present value of revenue from each Point-of-Sale; identified +$2.5MM opportunity to improve marketing ROI through customer targeting

Universidade de São Paulo
Assistant Professor
março de 2010 - fevereiro de 2013 (3 anos)
São Paulo Area, Brazil

Courses: Industrial Organization and Econometrics. Research Projects: (1) Demand estimation under nonlinear pricing applied to cellphone markets, (2) Estimation of consumer's quality valuation applied to cable TV markets and (3) Hedonic pricing in real estate markets.

FGV - Fundação Getulio Vargas
Assistant Professor
agosto de 2008 - setembro de 2009 (1 ano 2 meses)
Rio de Janeiro Area, Brazil

Courses: Industrial Organization and Econometrics. Research Projects: (1) Demand estimation under nonlinear pricing in monopoly markets, (2) Entry and competition in airline markets

Secretaria de Acompanhamento Econômico do Ministério da Fazenda
Antitrust analyst
janeiro de 2002 - setembro de 2002 (9 meses)
Rio de Janeiro Area, Brazil

Responsible for the antitrust analysis of M&A cases, including the analysis of the acquisition of Chocolates Garoto by Nestlé.

Hedging-Griffo
Business Analyst
dezembro de 1999 - dezembro de 2000 (1 ano 1 mês)
São Paulo Area, Brazil

Responsible for the quantitative analysis of Fund of funds

Formação acadêmica

The University of Chicago
PhD, Economics, Economics · (2003 - 2008)

Fundação Getulio Vargas
Master of Arts (M.A.), Economics · (2001 - 2003)

Instituto Tecnológico de Aeronáutica - ITA
Engenheiro Mecânico-Aeronáutico, Mechanical Engineering · (1995 - 1999)