

# LUIS A. ESCOBEDO

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Data and analytics executive with nearly two decades of experience transforming data into a strategic asset, fueling revenue growth, operational efficiency, and innovation. Proven ability to lead and integrate data engineering, science, and business intelligence to deliver measurable business impact. Experienced in optimizing enterprise platforms, scaling advanced analytics, and enabling AI-driven decision-making. Currently leading data strategy within ADP's Human Resources Outsourcing (HRO) business unit.

## PROFESSIONAL EXPERIENCE

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### **Senior Director of Data & Analytics Engineering, HRO**

*ADP*

*June 2023 - Present*

- Lead a team of 25 professionals delivering advanced analytics and strategic data solutions.
- Optimized client-facing workload allocation, reducing reassignments by 25% and improving service efficiency.
- Built machine learning infrastructure to mitigate client churn, recovering \$7.5M in revenue.
- Developed pricing optimization pipelines and margin expansion strategies, driving \$58M in growth.
- Reduced platform operational costs by 35% through storage optimization and streamlined processing.
- Increased data utilization by 270% through a comprehensive governance strategy.

### **VP of Data and Analytics**

*REEF Technology*

*January 2023 – June 2023*

- Designed and executed AI and data strategy, embedding automation and intelligence into business operations, driving a 30% improvement in operational efficiency and unlocking \$80M in projected revenue growth.
- Spearheaded cost optimization initiatives, eliminating \$50M+ in technology and infrastructure inefficiencies and reducing labor costs by 20% and food costs by 35% through machine learning-driven workforce planning.
- Built a centralized data infrastructure and data lake, consolidating 500+ disparate data sources, reducing data processing time by 40%, and forming the foundation for scalable AI applications.
- Implemented advanced analytics and visualization tools, enabling real-time monitoring of 100+ KPIs, reducing reporting time by 60%, and delivering actionable insights that enhanced executive decision-making.
- Developed machine learning revenue intelligence models, increasing sales by 20% and reducing order defect rates by 75%, driving measurable business impact.
- Led customer insights initiatives, optimizing marketing strategies and increasing customer retention by 15%, while improving cost efficiency.
- Recruited, mentored, and scaled a high-impact data science and engineering teams, fostering innovation, accelerating data and analytics adoption, and driving a 50% increase in data literacy through company-wide training programs attended by 500+ employees globally.

### **Senior Director of Data Science & Analytics**

*REEF Technology*

*September 2021 – January 2023*

- Optimized enterprise data and data science infrastructure, reducing technology costs by 60% through the implementation of quarterly and multi-year strategic roadmaps.
- Implemented a global Governance and Master Data Management policy, driving a 130% increase in data products adoption and improving data quality, with completeness and accuracy nearing 99%.

- Achieved a 100% success rate in detecting and correcting data and concept drifts, preventing business disruptions and ensuring sustained model performance through REEF's MLOps platform.
- Established a unified KPI framework to monitor REEF's kitchen operations in real-time, enabling precise tracking of performance metrics and accelerating profitability.
- Developed a data science framework, streamlining the creation and consumption of data products, mitigating investment risks, and ensuring a measurable return on data-driven initiatives.

### **Director of Data Science**

*REEF Technology*

*May 2020 – September 2021*

- Enhanced customer feedback analysis by developing a natural language processing (NLP) capability, reducing order defect rates by 35% and increasing sales by 10% through targeted marketing campaigns in the U.S.
- Led the development of a forecasting system, eliminating unproductive scheduling and improving inventory management, resulting in a 17% reduction in labor costs and a 25% decrease in food costs across North America.
- Optimized REEF's proximity network using a location-allocation model, aligning operations with consumer demand and driving a projected \$150M impact across food and grocery delivery, as well as last-mile fulfillment.
- Maximized revenue potential for REEF's kitchens by implementing ensemble learning algorithms, optimizing brand and cuisine selection, and unlocking a predicted \$80M revenue increase in North America.
- Pioneered the adoption of state-of-the-art MLOps to streamline model development, deployment, and monitoring, achieving a 100x increase in speed, with models now running two orders of magnitude faster.
- Scaled the Data Science team tenfold, expanding capabilities with product managers, data scientists, and data engineers to accelerate growth and deliver high-impact data products and insights.

### **Senior Data Scientist**

*Quantumblack, AI by McKinsey*

*August 2017 - August 2019*

- Established a world-class Data Science Center of Excellence and a multi-year data science strategy, delivering a 40% increase in revenue for a Latin American consumer packaged goods client through the implementation of hierarchical clustering and marketing mix modeling in the first use case.
- Formulated an optimization-based go-to-market strategy for an American company entering the Brazilian agricultural market, leading to estimated sales of USD \$5.5 B.
- Saved a Brazilian banking client USD \$121 M in operational costs with the optimization of branch footprint through the use of efficient tree-based machine learning algorithms.
- Maximized steel production for a Brazilian client by utilizing ensemble learning to strike the perfect balance between output and cost efficiency, representing USD \$30 M in contribution margin.
- Decreased transportation expenses by 20%, equating to a reduction of USD \$3.3 M, through the creation of optimized routes for a Brazilian client's private employee shuttle service.
- Lessened medicine waste by 40% for a Brazilian cancer hospital group through the implementation of simulation-based optimization in treatment schedule and planning policies, resulting in a savings of USD \$1.5 M.

### **Analytics Consultant**

*Center for Innovation in Teaching & Learning (CITL)*

*August 2013 - July 2017*

- Boosted sales by 15% through a role-play-based training platform for a U.S. retail client.
- Increased student engagement by 15% through interactive R Shiny applications and clickstream analytics.
- Expanded international student admissions by 7% in the College of Engineering, demonstrating English proficiency was not a barrier to success.
- Reduced student churn in English proficiency courses by 10% per semester, improving academic performance.

## SKILLS

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### Leadership Skills

- Strategic Thinking – Proven ability to articulate and execute a unified vision across data disciplines—including engineering, science, and business intelligence—translating strategy into scalable solutions that drive measurable impact and enterprise transformation.
- Cross-Functional Leadership – Experienced in leading high-performing cross-functional teams, managing complex projects, and fostering collaboration across departments to align data initiatives with business objectives.
- Product Mindset – Proven expertise in leveraging data to drive business growth through a customer-centric approach. Skilled in monetizing data, ensuring accessibility, reliability, and security, promoting data literacy, and implementing robust data governance policies.

### Technical Skills

- Machine Learning & Modeling – Expertise in Machine Learning Algorithms, Bayesian Modeling, Time Series Analysis, Natural Language Processing (NLP), Optimization, Statistical Modeling, Hypothesis Testing, and Spatial Econometrics.
- Machine Learning Operations (MLOps) – Proficient in EC2, SageMaker, Spark, Airflow, Kubernetes, MLflow, Jenkins, and Git for scalable and automated model deployment.
- Business Intelligence (BI) Tools – Experienced in Tableau and Power BI for data visualization and reporting.
- Cloud Platforms – Skilled in AWS and Azure for cloud computing, data storage, and machine learning deployment.
- Programming & Data Processing – Strong coding proficiency in R, Python, and SQL for data analysis, machine learning, and database management.

## EDUCATION

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- **Ph.D., Geospatial Economics**  
*University of Illinois at Urbana-Champaign*
- **M.S., Geospatial Economics**  
*University of Illinois at Urbana-Champaign*
- **B.A., Geography**  
*Pontificia Universidad Católica del Perú*