James Allan Hall   Data Scientist

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SUMMARY

Data Scientist with a background in business development, international finance and insurance, and music with a track record of successfully leveraging emerging technologies and social platforms.

- Co-founded a company and brought to market within 3 months
- To optimize pricing and underwriting techniques, performed risk analysis on large datasets using SQL, Python based Machine Learning for risk forecasting, Excel and Tableau to present insight dashboards and visualize data.
- Versatile team player possessing strong creative and analytical skills.
- Hands-on leader and motivator, diligent planner, and data-driven problem solver.
- Accustomed to a fast pace and handling multiple projects, taking a gritty, entrepreneurial approach to scale processes.

TECHNICAL SKILLS

- **PROGRAMMING / FRAMEWORKS:** Python, SQL, AWS, Google Cloud, Excel, Scala, Spark, Airflow, PyTorch
- **PACKAGES:** NumPy, Pandas, Scikit, XGBoost, PostrgresSQL, Flask, Word2Vec, Tensorflow / Keras , Hadoop / Hive
- **DATA SCIENCE:** Baysian Optimization, Reinforcement Learning, NLP, Computer Vision, Recommendations
- **DATA VISUALIZATION**: Matplotlib, Plotly, Seaborn, Tableau, Bokeh, D3, Tensorboard

EXPERIENCE

PROFOUND WORK | Data Science Specialist   San Francisco, CA
Consulting Agency for Marketing Analytics   **2017 - Present**

- Started a marketing and analytics agency with 4 designers and engineers. We split our time working on our own in-house projects - Warp - and external projects (this is how we funded our projects)

- Contracted with companies on projects including NLP of customer reviews, process automation, web scraping, data mining and aggregation, ETL, Infographic and dashboard creation, and implementing data best practices

WARP PHOTO | Co-Founder and COO   San Francisco, CA
Top-rated iOS app leveraging AI technology to swap out backgrounds and create stickers   **2017 - Present**

- To develop from concept to MVP, designed original wireframes and computer vision architecture for startup with co-founders. **Result:** brought product to market in 3 months - preview the app

- To evangelize brand, Launched at Forbes 30 Under 30 Conference; grew the app via conferences, social media, paid acquisition **Result:** increased user adoption 20% MoM

- To communicate data insights intuitively, built insight dashboard for customer analytics
  Result: grew to top-rated mobile app for photography in-app store

- Created and managed project plans, coordinated efforts between teams of designers & developers

NORTHERN CALIFORNIA EMPLOYEE BENEFITS COUNCIL | President   San Francisco, CA
Insurance, Insurtech, Fintech, Benefits Professional Association   **2016 - Present**

- To attract top talent, organized 30+ monthly events; built relationships and negotiated event sponsorships with SaaS companies **Result:** Doubled our strategic partnerships and increased sponsorship 50%

- To grow membership, built creative marketing campaigns using member segmentation, social media and email strategy. **Result:** grew outreach by 300%, membership by 50%.

LLOYD'S OF LONDON | Data Scientist, Underwriter, Team Lead   **London | Indianapolis | San Francisco**
Stop loss provider - assumes risk of catastrophic claims exceeding healthcare fund threshold   **2009 - 2017**

- To optimize pricing and underwriting techniques, performed risk analysis and underwriting on large datasets using SQL, Python based Machine Learning for risk forecasting, Excel and Tableau to present insights and visualize data.
  Result: improved underwriting profit 10%

- To differentiate our brand, worked with regulators and lawmakers to reinsure state exchanges.
  Result: offered unique solutions that won $5 M in new business

- To diversify our business model, developed and brought to market 3 new international products.
  Result: extended our reach down market and created cross-selling opportunities

- To expand market reach, opened SF office and led sales team for the Lloyd's coverholder "J. Allan Hall & Associates".
  Result: Tripled annual premiums from $8.4M to $25M

- Promoted from intern in London office; worked in Indianapolis (home city) as Managing General Underwriter (MGU)

Acquired by Xchange Benefits

OWL STUDIOS | Co-Founder, A&R   **Indianapolis, IN**
Jazz record label   **2005 - 2008**

- To grow label quality, signed 22 artists, oversaw the recording of jazz albums, organized events.
  Result: grew to top jazz label in region, kept 90% of recordings within budget

- To improve efficiency and reach, managed revenue operations, financial reporting, and go-to-market plan; structured distribution deals. **Result:** developed unique revenue arrangement with artists to attract top talent, solidified online distribution through dozens of channels.

EDUCATION

INDIANA UNIVERSITY   **May 2007**
  B.A., Double Major: Chemistry and Music
  Activities: Men's Crew; piano in jazz and funk bands, won the battle of the bands, released 2 albums, toured the US

CREDENTIALS

- **NAIC -** Licensed in Accident and Health, Property and Casualty, Surplus Lines
- **GENERAL ASSEMBLY -** Data Science Immersive certificate
- **WHARTON SCHOOL - UNIVERSITY OF PENNSYLVANIA -** Business Analytics certificate

INTERESTS & ACHIEVEMENTS

- [Guardsmen](#) - Campership Chair - organize events to help raise $2M+ annually for at-risk youth
- [Farm from a Box](#) - Advisor on agtech startup featured in NYT, FastCompany
- Spent 1.5 years after college traveling the world, worked in orphanages / taught English in Kenya, India, Thailand
- Interests: skiing, sailing, cooking via sous-vide, playing with my Australian Shepherd "Indy"