

# J. GIBRÁN PENICHE



## EDUCATION

2014  
|  
2020

(ITAM) Instituto Tecnológico Autónomo de México  
B.S., Actuarial Sciences 📍 Mexico City, Mexico

Courses included: Bayesian Inference, QRM, Development and Valuation of insurance products and Numerical Methods.

2014  
|  
2020

(ITAM) Instituto Tecnológico Autónomo de México  
B.S., Financial Direction 📍 Mexico City, Mexico

Courses Included: Portfolio Management, Financial Analysis, Corporate Finance, Fixed Income and Derivative instruments.



## EXPERIENCE

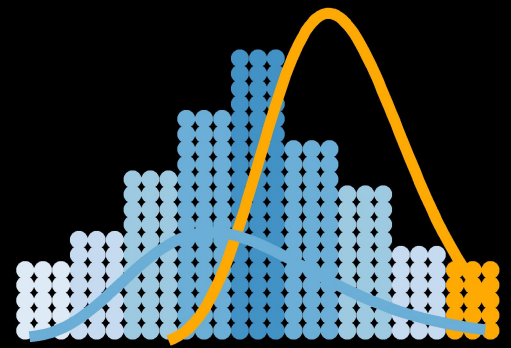
05-2021  
|  
Present

**Data Science Consultant**  
*SONG Intelligence* 📍 Accenture  
Martín Folino, MBA

### Description:

*Agile* design, deploy, govern and transfer of **End-2-End Data Products** along every step of the analytics value (Data collection, Procurement, EDA, Modelling, Hypothesis Testing, forecasting, executive visualization, model & pipeline versioning and monitoring) using *state-of-the-art* technologies. Responsibilities included team management, project planning, architecture design & validation, executive communication and stakeholder management.

- **Analytics Pod - business conglomerate:** Lead a 4 person team to deploy *End-2-End* cloud based data products (ML Models, Data Pipelines, Executive Dashboards, Web Apps) spanning multiple industries & departments (autoparts, retail, real state, pork meat, financial, human resources), using Agile methodology.
- **Analytics Pod - delivery client:** Lead a 10 person team to deploy Governance Analytics, including monitoring, quality assurance and data remediation pipelines.
- **Sales Operations and Client Engagement: - delivery client**  
Deploy sales cycle management frameworks and customer engagement & churn analytics for a delivery client using SQL - based analytics and dashboards.



## CONTACT INFO

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🌐 jgpeniche

📧 jgpeniche

🐦 @PenicheGibran

📞 (+52) 55-45-39-63-80

### IT:

||||| Azure (Databricks, DataFactory, Synapse & DataLake)

||||| R (Shiny, Tidyverse, Tidymodels)

||||| SQL (Data Analysis & ETL/ELT)

||||| Spark (PySpark, SplarklyR)

||||| Microsoft Office

|||| ] Python (Pandas, SciKitLearn, Flask)

|||| ] Git

|||| ] BI (Tableau, Power BI, Google Data Studio, Looker)

|||| ] Google Cloud Platform (Composer, BigQuery, CloudRun)

### Languages:

🌐 Spanish

🌐 English

### Interests:

Cloud Computing

MLOps

Bayesian Inference

Data Literacy, Reproducibility & good software practices

Data Engineering

09-2020  
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05-2021

**Model Validation Consultant**  
*Risk Management Direction*  
Ana Laura Minor Castillo, MS

📍 Scotiabank

**Description:**

- Validate theoretical framework, assumptions and limitations of all models in the inventory (derivatives, credit risk, market risk, interest rate risk, operational risk, etc)
- Corroborate model assumptions with user data and assess model documentation
- Reproduce results independently and assess discrepancies between results
- Propose and participate in model robustness enhancement with applicable ML/AI methodology and/or more adequate models

06-2016  
|  
06-2019

**President & Founder**  
*Salsa con Colmillo Dancing School & Company*  
Description:

📍 ITAM

- Head of a 6-person team
- Dance classes by levels (groups between 20 and 40 people)
- Budget Administration, personnel training and event planning
- Principal responsible of choreographic design



## EXTRA CURRICULAR ACTIVITIES

04-2020  
|  
Present

**Cuestion de Datos, Podcast**  
Co-Creator & Co-Host

**Description:** Podcast on themes concerning Data Science, Statistics & Machine Learning.

11-2019  
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04-2020

**CFA Lvl. 1**  
National 1st Place, Regional Finalist  
**Organizer:** CFA Institute

**Description:** *Issue an investment recommendation on a publicly traded firm based on fundamental analysis. Competition consisted on a written report and an oral presentation.*

02-2021

**CFA Research Challenge**  
Succesfully completed CFA Program Exam level 1  
**Organizer:** CFA Institute

**Description:** *The CFA Program is a three-part exam that tests the fundamentals of investment tools, valuing assets, portfolio management, and wealth planning. The CFA Program is typically completed by those with backgrounds in finance, accounting, economics, or business.*