

J. GIBRÁN PENICHE

Data person passionate for developing *data assets* to **create value through data**. Resilient, detailed & results oriented to create theoretically robust data products in line with responsible AI. I strongly believe passion, teamwork and work-life balance are the key for success.



EDUCATION

2014
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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
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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
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Present

Data Science Consultant

SONG Intelligence

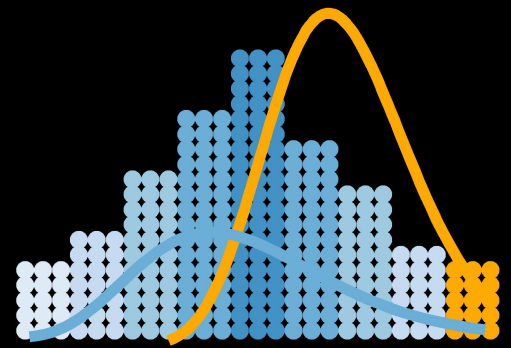
📍 Accenture

Martín Folino, MBA

Description:

Design, build & deploy of End-2-End Data Products along every step of the analytics value chain (Data collection, Procurement, EDA, Modelling, Hypothesis Testing, forecasting, executive visualization, modelling & infrastructure versioning and monitoring) using *state-of-the-art* technologies. Responsibilities included team management, project planning, staffing, commercial efforts, architecture design & validation, executive communication and stakeholder management.

- **Data Maturity Assessment - beauty client** Lead a 2 person team to conduct a top down data maturity assessment, including high level strategy, data platform, data culture, C-Level maturity and operational talent inventory.
- **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 and design Client Funnel Analytics to enable sales team strategies.



CONTACT INFO

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🐦 @PenicheGibran

☎ (+52) 55-45-39-63-80

IT:

||||| Azure (Databricks, Azure ML, DataFactory, Synapse & Fabric)

||||| GCP (BigQuery, Cloud Composer, Data Fusion)

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

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

||||| Spark (PySpark, SplarklyR)

||||| Azure, AWS & GCP for Analytics Architecture

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

||||| Git

||||| BI (Tableau, Power BI, Qucikight, Looker, Tableau)

Languages:

🌐 Spanish

🌐 English

Interests:

⚙ Cloud Computing

⚙ CI/CD & DevOps

⚙ DataOps & MLOps

⚙ Bayesian Inference

⚙ Data Literacy & Data Led Transformario

09-2020
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05-2021

Model Validation Consultant

Risk Management Direction

📍 Scotiabank

Ana Laura Minor Castillo, MS

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
- Model catalog spanned parametric inference models, Time Series Models (ARIMA, SARIMA, GARCH), derivative valuation models, Market Risk models, Liquidity Risk Models, etc

06-2016
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06-2019

President & Founder

Salsa con Colmillo Dancing School & Company

📍 ITAM

Description:

- 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
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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.*