

# JUAN C. S. HERRERA

I am a data scientist who is passionate about discovering insights that guide decisions. During my professional and academic career I have used network science, econometrics, GIS, and machine learning in Python, R, SQL, Stata, and SAS to solve problems in different topics: food consumption, dietary change, knowledge spillovers and clustering in the food industry, consumers credit worthiness, credit card usage and risk, consumer credit usage, food supply chains, and scoring demobilized guerrilla and paramilitary success in reintegrating into civil life

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## EXPERIENCE

### PhD Candidate

#### New York University

Aug 2014 – Ongoing

New York, NY, U. S. A.

- Dissertation: Dynamic and Interconnected: Three Essays on Food Networks with Applications to Food Consumption and Production
- Raised over \$250,000 USD towards my PhD
- Published 3 papers and book chapters and 3 conference proceeding papers
- Presented at 13 conferences in: Network Science, AI, and Social Sciences in North America, Asia, Europe and Latin America
- Instructor of Record: 4 courses, Teacher Assistant: 3 courses
- Lived, researched, and taught in different cities: New York, London, Shanghai, Paris, Bogota, Puebla, and Oaxaca

### Senior Credit Risk Analyst

#### Bank of Bogota

Feb 2011 – Jul 2014

Bogota, Colombia

- Analyzed over 3 million clients for over 50 prospecting campaigns for single and multi-portfolio credit offers: credit card, car loans, educational credit, home mortgage, etc. This included consulting and working with external databases (Experian/Transunion)
- analyzed databases of over 900million credit card purchases to infer risk based on purchases
- Programmed automatized reports on Portfolio Quality Index: Weekly, monthly, quarterly, yearly
- Programmed, tested, and validated internal scoring models (probit / logit) to score clients' credit history

### Quantitative Researcher

#### High Commissioner for Demobilization and Reintegration of Illegal Armed Forces

Oct 2008 – Feb 2011

Bogota, Colombia

- ML&E: Monitored and evaluated the social reintegration process of over 50,000 participants in the demobilization process in Colombia
- Used Econometric models to determine the educational, psychological, and health factors that had positive impact on reintegration into civil life (education was always positive!)
- Produced reports to support policies for the program based on both data analysis and fieldwork

### Research Assistant

#### Universidad de los Andes, Center for Economic Studies

Oct 2008 – May 2009

Bogota, Colombia

- Researched Colombian legislature on New Industrial Policy
- Researched academic publications on the advantages and disadvantages of New Industrial Policy

## EDUCATION

### PhD Food Studies and Food Management

#### New York University

Sept 2020 (expected)

### M.A. Social Anthropology

#### Universidad de los Andes

May 2008

### B. Sc. Economics

#### Universidad de los Andes

May 2010

### B.A. History

#### Universidad de los Andes

Jan 2006

## COURSES

### Complex Networks: Theory, Methods, and Applications

#### Lake Como School of Advanced Studies

May 2018

### Social Network Analysis and Advanced Social Network Analysis

#### University of Michigan, ICPSR Summer School

June-July 2015

## SKILLS

- **Quantitative Techniques:** Data Science, Network Science, Econometrics, data visualization, Machine learning: classifiers, text as data, image recognition, data management. Data visualization. GIS. web scraping
- **Programming Languages :** R, Python, SQL, SAS, LaTeX
- **Software/Tools:** Github, Google Colab, Jupyter, AWS, Gephi, Ucinet, Pajek, LaTeX

## LANGUAGES

English

Spanish

French

Chinese (Mandarin)

