

Julien Hernandez Lallement, PhD

DATA SCIENTIST, DATA MANAGER, COGNITIVE NEUROSCIENTIST

MiniBio:

Data scientist with 10+ years experience in data management (PMP, SCRUM), data analysis, modeling and statistics, as well as visualization and storytelling.

Researcher & scientist by nature, I combine my expertise in data with my extensive project

management experience to deliver interpretable, scaled and insightful data products.

(+49) 178 80 26 978 julien.hernandez. lallement@posteo.net Birth: 28/02/1986 French & Spanish





WORK EXPERIENCES

Oct 2019 Principal Data Scientist @CRM

Now Orsay, Germany.

Quantify customer state through Machine Learning processes

Ex: Computed Customer Lifetime Value using Gamma-gamma model to guide marketing stragegy

• Develop, implement, test and deploy Machine Learning models at large scale.

Ex: used TF-IDF to assess text tendencies in marketing communications and propose new strategies.

Ex: developed <u>purchase and churn models</u> that increased ROI by 49% through retargeting. Implementation on <u>Google</u>

Cloud and integrated within internal BI universe.

Provide data visualization tools and dashboard to enable informed and data driven decisions.

Ex: Tableau dashboards monitoring KPIs. Deployed and automatized the data update through GCP-based code.

- End to End management of data projects, using PMP and Agile know-how.
- **Problem solver** on a daily basis, providing non ML solutions.

Ex: marketing campaign automatization (SalesForce compatible), customer selection, data pipes

· Workshop organizer to disseminate Python and Machine Learning horizontally and vertically within the company

Aug 2016 Behavioral Datascientist / Neuroscientist

Sept 2019 Netherlands Institute for Neuroscience, The Netherlands.

- <u>European project coordinator</u>. Founded a technique to assess neural networks of empathy.
- Successfully managed schedule, cost, scope and communication over a 3 years period.
- Provided day-to-day data extraction & analysis (Python, MatLab) & modeling (R & Rstudio).
- Established **analysis pipelines** for different data streams.
- Performed <u>meta-analytic processing</u> & analysis on large online databases. <u>GitHub repo</u>
- Performed parametric and non-parametric statistics (<u>frequentist</u>; SPSS & <u>Bayesian statistics</u>; JASP).
- Worked with Machine Learning classifiers (JABAA) and DeepLearning approaches (DeepSqueak)
- Presented at international conferences and organized symposiums together with worldwide experts.
- Managed and guided a team of students (5/6 members).

Oct 2011 Doctorate - Psychology & Neuroscience

Apr 2016 Comparative Psychology Lab, Germany.

- Developed MatLab scripts (bootstrap, permutation, binomial test) to study decision making.
- Managed and guided > 10 students; held weekly lectures over a period of 3 years (audience 10-20 people).
- Presented and discussed data in weekly scientific meetings and international scientific conferences.
- Published PhD Thesis.

Oct 2010 Data Analyst - NeuroImaging

Jun 2011 Life & Brain Institute, Germany

- Proposed & led a project about valuation of monetary gains in economic decisions.
- Developed neuroimaging experiment to investigating donation behavior.
- Elaborated the research case and convinced external parties for funding.



HARD SKILLS

Project & Data Management

JIRA, Confluence & BitBucket (Atlassian) daily use

PMP Certified Project Manager (>12.000h of project management audited)

SCRUM Master Certified (SCRUM Alliance)

Lean Process Management (Six Sigma Yellow Belt certificate)

Data Science, Analysis and Modeling

Regular use of classic ML algorithms (**Logistic and Linear Regressions & variations**, **SVM**, **Decision Trees & Ensemble variations**, **KMeans**, **KNN**); mathematical background to business implementation *know-how*. While familiar with other more complex algorithms, experience showed me that, **when paired with common sense & heuristics**, **the aforementioned equations can already do wonders in 95% of the business cases.**

Cloud Engineering: Google Cloud Platform (see here and here for use cases)

Programming: Python, SQL, MatLab, R, Pascal

Data processing: SQL, Python (numpy, pandas, dask), R (dyplr, tidyverse).

Data visualization: Python (plotnine, matplotlib, seaborn), <u>Tableau</u>

Data modeling: Python (SciKit Learn, Keras). Bayesian modeling (RStudio/rstan, PyMC3).

Statistics: Frequentist (parametric & non-parametric test; SPSS, SciPy), Bayesian (JASP, PyMC3)

Reporting & Presentation

10 publications, cited > 250 times

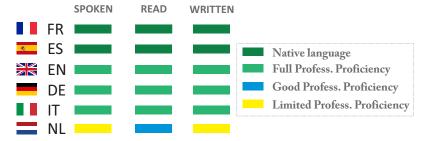
Held > 50 talks, with audience between [10-100] people

Data Science writer on Medium

Teaching

Course Coordinator @ Amsterdam; weekly 2h seminars for 3 years; Workshop Organiser.

Languages





SOFT SKILLS

- Adaptability: Integrated in work environments across 5 countries
- Leadership: Articulate the projects' vision, align stakeholders, and maximize their potential
- Communication: Managed projects involving > 5 layers of hierarchy
- Networking: Reached out and established collaborations with world-wide experts
- Curiosity: <u>Visited > 60 countries</u>



EDUCATION

- Master Neuroscience University Bordeaux II, France, 2010
- Bachelor Cellular Physiology & Behavior. University Bordeaux I, France, 2008



AWARDS AND DISTINCTIONS

Marie Curie European Fellowship
 Machine Learning Workshop
 Netherlands Institute for Neuroscience Funds
 Meta-Analysis Workshop
 165.000 €
 9.000 €
 6.000 €