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.

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Birth: 28/02/1986
French & Spanish

🧳 WORK EXPERIENCES

Oct 2019 — Now

Principal Data Scientist @CRM
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 purchase and churn models that increased ROI by 49% through retargeting. Implementation on Google 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 — Sept 2019

Behavioral Datascientist / Neuroscientist
Netherlands Institute for Neuroscience, **The Netherlands.**

- European project coordinator. 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 **meta-analytic processing** & analysis on large online databases. GitHub repo
- Performed **parametric and non-parametric statistics** (frequentist; SPSS & Bayesian statistics; 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 — Apr 2016

Doctorate - Psychology & Neuroscience
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 — Jun 2011

Data Analyst - NeuroImaging
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), Tableau
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

	SPOKEN	READ	WRITTEN
FR	Native language	Native language	Native language
ES	Native language	Native language	Native language
EN	Full Profess. Proficiency	Full Profess. Proficiency	Full Profess. Proficiency
DE	Full Profess. Proficiency	Full Profess. Proficiency	Full Profess. Proficiency
IT	Full Profess. Proficiency	Full Profess. Proficiency	Full Profess. Proficiency
NL	Limited Profess. Proficiency	Good Profess. Proficiency	Limited Profess. Proficiency

Legend:
- Native language
- Full Profess. Proficiency
- Good Profess. Proficiency
- Limited Profess. Proficiency

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:** Visited > 60 countries

EDUCATION

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

AWARDS AND DISTINCTIONS

- Marie Curie European Fellowship — **165.000 €**
- Machine Learning Workshop — **10.000 €**
- Netherlands Institute for Neuroscience Funds — **9.000 €**
- Meta-Analysis Workshop — **6.000 €**