

Kenneth C. Andersen

Business Development Strategy

kenneth@humanate.ai • +52 55 5104 6851
www.linkedin.com/in/kennethcandersen • Mexico City, Mexico
humanate.ai • github.com/kennethcandersen

Summary

Strategic business leader behind rapid ROI-generating advances in organizational capability, product offerings and performance. Ability to harness data and analytics to identify trends and develop plans for business growth. Demonstrated success developing solutions that improve organizational capabilities and talent. Capacity to formulate and execute data-driven solutions to deliver high-quality and value-added results.

Education

M.S. in Counseling Psychology

Alliant International University
San Diego, CA

M.A. in Education

University of Alabama
Tuscaloosa, AL

B.S. in Economics

Wesleyan University
Middletown, CT

Professional Certificate

Data Analytics & Visualization

Tec de Monterrey University
Mexico City

Languages

English, Spanish

Areas of Expertise

- Program Planning & Execution
- Relational & Non-Relational Databases
- Trend Identification & Forecasting
- Business Transformation & Change
- Product Management
- Data Visualization
- Statistical Analysis & Modeling
- Team Leadership

Professional Experience

Conversari Global, LLC, Mexico City, Mexico **Founder CEO**

2013 – 2020

Founded and operated a B2B professional services firm that delivered advisory and management of best practices to harness talent and employee development and transform organizational performance.

- Managed 15 consultants in day-to-day delivery of customized solutions for leading multinational companies across LATAM, US, EUR, IND, and AUS, such as Cisco, Cargill, Coca Cola, PwC, UPS, and Prudential.
- Established sales and pricing strategy, conducted pre-sales and business development activities, cultivated key account relationships, and ensured client satisfaction to drive company health and sustainability.
- Built company from the ground up, led exponential growth to achieve multinational status within 5 years, and then readied firm for acquisition.
- Recipient of prestigious BBVA Momentum business accelerator program.

American School Foundation, Mexico City, Mexico **Director of Extension Programs**

2005 – 2010

Created a new Director role with P&L responsibility for the extension programs business unit. Established business processes, growth strategies, and a supporting administrative office.

- Defined expansion and pricing strategies, and operational policies.
- Quickly expanded the effective operating processes to serve over 2,000 students per year.
- Drove accelerated program growth to double enrollment rates over 3-year timeframe.

Technical Proficiencies

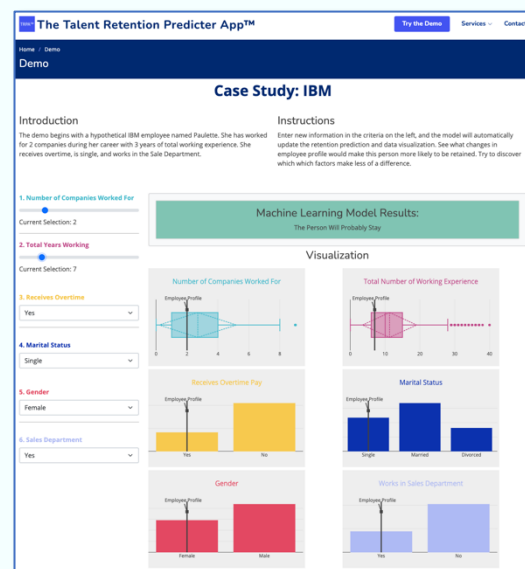
Data Processing: VBA, Python, APIs, json, geojson & csv parsing, web scraping, ETL automation processes, SQL, Mongo, Flask, TensorFlow, Keras, Sklearn
Data Visualization: Tableau, Matplotlib, Web-Based Dashboards with HTML, CSS, JavaScript

Sample Data Projects

Machine Learning App to Predict Employee Retention

<https://predicting-attrition.herokuapp.com/>

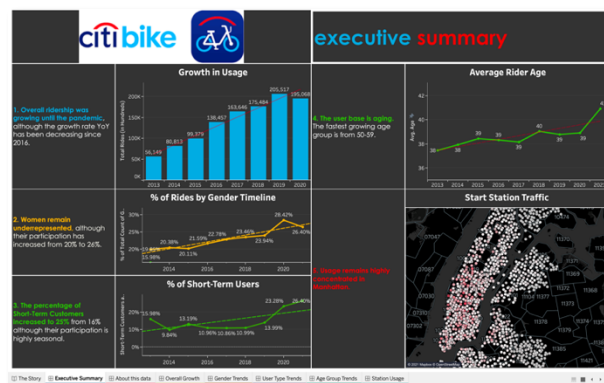
- Uses HR data published by IBM as case study to train and test the machine learning model. 1500 employees with 30 datapoints each.
- Allows user to enter employee profile information and generate a retention prediction.
- Employs TensorFlow, Keras and Sklearn machine learning libraries.
- App is deployed online using Heroku, Flask, Bootstrap 5, CSS, and JavaScript for interactivity.
- Read more about the project at <https://github.com/kennethcandersen/Machine-Learning-to-Predict-Employee-Retention>



Bikeshare Program Strategic Growth Analysis & Visualization

https://public.tableau.com/views/CitibikeDashboard_16283828004620/TheStory?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

- Tableau-based dashboard analyzing the usage of the program over 10 years, with strategic recommendations for future growth.
- 5 views based on strategic area (overall growth, trends by gender, user type, age group, and geographic area).
- Required scraping data from Citibike's open data website, and using Python Pandas library to clean and merge 120 CSV files to create a master database of over 120 million rows.
- Read more about the data process at: <https://github.com/kennethcandersen/Citibike-Strategic-Analysis-Tableau>



Spotify user preferences during the Covid pandemic

<https://github.com/kennethcandersen/spotify-user-preferences-during-covid-analysis>

- Analyzed the correlation between Spotify user preferences and Covid levels by country to demonstrate that Spotify can adapt its song recommendation algorithms by considering how different countries respond to crises, improving user experience and therefore premium user revenue.
- Required scraping historical data from Spotify's open data website, real-time valence data from Spotify's API, and using Python Pandas library to clean and process millions of lines of data.

