



# Maria Fonseca, PhD

**Data Scientist & Analyst, Data & ML Engineer**

Manager, Project Manager, Professor, Researcher

Lisbon, PT/ Dublin, IE

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[Full profile](#)

## HIGHLIGHTS

1. 8+ years in Data Science and Machine Learning.
2. 20+ years in Data and Business Analytics, (Bio)Statistics, Applied Research and Data Modelling.
3. 15+ years of team leadership, middle and top-level management.
4. Multidisciplinary lifelong learner with several BSc, MSc, and PhD degrees in complementary areas.
5. Specialized in Health and Pharma, Web and UX, Oil and Gas, Finance, and FMCG.
6. Some certifications: AWS, GCP, Azure, Databricks, PowerBI, Tableau, CAPM, PSM, PSPO.

The present CV is a selected account of experience and education. For a complete record and additional detail, please visit [mariafonseca.net](http://mariafonseca.net).

## SELECTED EXPERIENCE

### OLX Group/ Prosus, Naspers

Senior Data Scientist (2023)

**Aug 2022 – Present**

Lisbon, PT/ Amsterdam, NL

Senior Customer Experience Data Analyst (2022-2023)

- Developed and led 12+ Data Science and Machine Learning projects in Supervised, Unsupervised and Reinforcement Learning, Algorithm Optimization, NLP and LLMs, 92% of which successfully deployed.
- Developed and led 60+ Quantitative Research, Experimentation, Product Analytics and Data Engineering projects for stakeholders across all business units and hierarchical levels, with European or International scope.
- Designed, implemented, and maintained CSAT, NPS, CES, UX metrics, CX metrics and KPI.
- Stack: AWS (Sagemaker, Athena, Redshift, S3, Lambda), Tableau, Python, R, SQL, Java, SPSS, Google Analytics, Google Tag Manager, Git, Docker, Kubernetes, Apache Airflow, Jira, Confluence, Miro, Figma, Jupyter, Colab, DataGrip, Hotjar, Intercom, Braze, Dovetail, UserZoom.

### Institute Dom Luiz, Faculty of Sciences, University of Lisbon (IDL-FCUL)

**Sep 2018 – Present**

Integrated Researcher (2022-2023)

Lisbon, PT

Postdoc Researcher (2018-2022)

- Introduced ML and AI methods into Micropaleontology projects, setting new methodologies and standards.
- Applied Data Science and ML geospatial modelling to oil and gas prospection.
- Secured over €300,000 in consultancy projects and funding.
- Stack: Python, MATLAB, R, ArcGIS, Google Earth Pro, Stereonet, SQL, SPSS, SPSS Modeler, Power BI, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, WordPress, HTML, JavaScript, CSS, Airflow, Map Reduce, Apache Spark.

### Faculty of Social and Political Sciences, University of Lisbon (ISCSP-UL)

**Sep 2000 – Sep 2023**

Tenured Assistant Professor (2013-2023)

Lisbon, PT

Assistant Professor (2008-2013)

Assistant Lecturer (2003-2008)

Monitor (2000-2003)

- Lectured in Statistics, Applied Research, Quantitative & Qualitative Methods, Sociology, Psychology, Marketing.
- Tutored and examined 150+ undergraduate, master's, and doctoral thesis at national and international level.
- 10.000+ national and international students in 20+ courses from 10+ degrees.
- On the top 5% of best-evaluated lecturers for 20+ years.

- Stack: SPSS, SPSS Modeler, R, NVivo, MaxQDA, ArcGIS, Google Earth Pro, Adobe Illustrator, Adobe Photoshop, Adobe Premiere Pro, Advanced MSOffice, Moodle.

### **Nexllence, Glintt/ HMR – Health Market Research**

**Jan 2021 – Aug 2022**  
Lisbon, PT/ Dublin, IE

Head of Product (2021-2022)

Offer Development Manager (2021)

Team Leader Analytics and Data Science (2021)

- Portfolio management and product development including HMR Haia, and 11 associated products.
- Intervention in 4 healthcare/ pharma markets: Portugal, Germany, Spain, and Ireland.
- Standard analytics for 400+ clients and customized projects for 30+ major clients.
- 6 direct reports.
- Functional analysis, debugging, and management of corrective and evolutive software development initiatives.
- Stack: Azure, Databricks, Scala, Apache Spark, Python, SQL, Java, C#, SPSS, Stata, Qlik, Jira, Confluence, Salesforce.

### **Nova Scotia Government/ Nova Scotia Offshore Energy Research Association (OERA)**

**Jun 2019 – Jan 2021**  
Nova Scotia, CA

Lead Data Scientist

- Interuniversity and private consultancy joint venture with 5 partners: USA, Canada, UK, Portugal.
- Application of Machine Learning methods to Paleobiogeography/ Micropaleontology.
- Big Data computation with applied purposes to the oil and gas industry.
- Stack: IBM Cloud (Data Engine, MySQL, Watson Studio), Python, R, SQL, SPSS, SPSS Modeler, ArcGIS, Google Earth Pro, Power BI, WordPress, HTML, JavaScript, CSS, Apache Hadoop.

### **Portuguese Government/ Ministry of Defence (DGPRM)**

**Mar 2014 – Sep 2015**  
Lisbon, PT

Lead Data Scientist and Analyst/ Senior Project Manager

- Development of research on the integration of ex-military personnel into the labour market.
- Planning, management, execution of research and mining projects.
- Stack: SPSS, R, NVivo.

### **Euromonitor International**

**Nov 2012 – Mar 2014**  
Lisbon, PT/ London, UK

Team Lead/ Senior Project Manager/ Data Analyst (2013-2015)

Senior Researcher/ Data Analyst (2012)

- Collection and organization of national and regional market data in the context of international, client or multiclient projects, in diverse markets. Regional coordination of global trend studies.
- Excelled as an independent contractor in 70+ international projects focusing on 80+ different markets.
- Stack: SPSS, R, Advanced MSOffice.

### **Institute of Marketing Research (IMR)**

**Jan 2001 – Nov 2012**  
Lisbon, PT

Senior Manager (2008-2012)

Project Manager (2006-2008)

Senior Consultant (2005-2006)

Consultant (2003-2005)

Junior Consultant (2003-2003)

Quantitative Analyst (2001-2002)

- Planned, executed, and managed 400+ research and data mining projects for health and pharma. Marketing plans and communication strategies for different markets. Main specializations: pharmaceutical market, financial, and FMCG.
- Commercial management of national and international clients. Sold hundreds of thousands of Euros of pharmaceuticals market research projects.
- Achieved a high degree of client loyalty with no price negotiation in at least 90% of the proposed projects.

- Quantitative analysis and qualitative analysis lead specialist (60+ Focus Groups with medical doctors and 12+ Advisory Boards). Integrated projects in every medical specialty involving thousands of drugs (Oncology expert).
- Selected, trained, and managed 11 marketing, statistics and data science/ analytics graduates that are today in top national and international high-profile positions.
- Stack: SPSS, Advanced MSOffice.

## SELECTED EDUCATION

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<b>University College Cork</b> MSc Mathematical Modelling and Machine Learning	<b>2023-Present</b> Cork, IE
<b>University of York</b> MSc Computer Science with Artificial Intelligence	<b>2022-Present</b> York, UK
<b>Edinburgh-Napier University</b> MSc Data Engineering	<b>2021-2023</b> Edinburgh, UK
<b>Técnico, University of Lisbon</b> BSc Applied Mathematics and Computation	<b>2020-2023</b> Lisbon, PT
<b>Rome Business School/ University of Valencia</b> MSc in Data Science	<b>2019-2021</b> Rome, IT
<b>Faculty of Sciences, University of Lisbon</b> BSc Geology	<b>2017-2020</b> Lisbon, PT
<b>Faculty of Sciences, University of Lisbon</b> BSc Biology	<b>2012-2015</b> Lisbon, PT
<b>Faculty of Social and Political Sciences, University of Lisbon</b> PhD Sociology	<b>2003-2008</b> Lisbon, PT
<b>Institute of Labour and Corporate Sciences, University Institute of Lisbon</b> Post-graduation Product Management (Pharmaceutical Industry)	<b>2004-2005</b> Lisbon, PT
<b>Institute of Labour and Corporate Sciences, University Institute of Lisbon</b> Post-graduation Medical Marketing Management	<b>2004-2005</b> Lisbon, PT
<b>Faculty of Social and Political Sciences, Technical University of Lisbon</b> MSc Sociology	<b>2000-2003</b> Lisbon, PT
<b>Faculty of Social and Political Sciences, Technical University of Lisbon</b> BSc Sociology of Work	<b>1996-2000</b> Lisbon, PT

## OTHERS

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- **Languages:** Portuguese (native), English (C1, 8.0 IELTS), Italian, French, Spanish (intermediate).
- **Papers and Conferences:** More than a dozen papers published in national and international peer-reviewed journals, participation in dozens of conferences as an organizer, co-organizer, speaker, and moderator.
- **Awards:** Recipient of 2 scholarships, 5 academic awards and grants, 2 research awards and 2 social awards.