

Leo Lillard, M.S., MBA, PMP

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Data Scientist / Analytics & Information Management

**Predictive & Advanced Analytics • Business Process Improvement • Cross-Functional Team Leadership
Consumer Insight • Statistical Modeling & Analytics • Market Research • SAS Software • Data Visualization**

Results-focused data scientist and consumer insight professional, specializing in marketing analytics, data driven solutions, statistical modeling, and business intelligence. Over 15 years of demonstrated experience in delivering enterprise-wide analytics solutions across various industry verticals by leveraging innovative data-driven design experiments, hypothesis testing, statistical modeling, big data/business intelligence solutions, and data visualization.

- Strengths include exceptional problem-solving and analytical skills as well as a proven track record of improving data governance systems, accelerating value realization, and spearheading design and delivery of strategic, cost-effective information solutions to achieve business objectives in alignment with corporate goals.
- Adept at guiding highly skilled cross-functional teams of subject matter experts, business analysts, and QA experts to deliver strong client satisfaction, added trustworthy insight from analytics, greater business agility, and leaner, faster, better operations. Interact effectively at all levels of the organization to build consensus for organizational goals.

CORE COMPETENCIES

Strategic Planning & Execution • Database Management Systems • Business Process Reengineering Initiatives
Client Needs Fulfillment • Multivariate Data Analysis • Mathematical Programming • Quality Control Standards
Business Process Modeling & Optimization • Data Driven Marketing • Team Building, Mentoring & Leadership

PROFESSIONAL EXPERIENCE

Data Scientist—Universe Estimate Team, NIELSEN, Schaumburg, IL

07/2015–Present

Worked collaboratively with cross-functional teams of business intelligence experts to manage key engagements and lead talented teams of data analysis resources in all aspects of design and delivery of information solutions, including data quality and governance, data analytics, business intelligence, and data management.

- Hands on project manager for the Annual/Quarterly Production of Universe Estimates project. Provided forecasts and estimates of total TV populations for U.S by age, gender, ethnicity, and market breaks. Universe estimates are used in determining National and Local television ratings that are used and purchased by clients of the firm. Owned entire 5-month project from start to finish, coordinating production processes with offshore and onshore teams.
- Liaised between the Data Sciences Department and Tampa Fla National/Local project team. Leveraging significant subject matter expertise in statistical programming (SAS, R, Python) with substantial exposure to advanced statistical and data science concepts—machine learning, classification, data clustering, time series forecasting.
- Owned the Zero Television Penetration Calculation project—focused on determining total TV households and other TV universe estimates. Production work was primarily done in SAS environment with some processing in R.
- Managed major large-scale implementation of Client Census Bureau Analysis Inquires and Special Projects—client inquiries included U.S population and TV population trend changes and shifts in demographics.

Assistant Commissioner, DEPARTMENT OF WATER MANAGEMENT, CITY OF CHICAGO, Chicago, IL

08/2005–07/2015

Served as project manager for a \$580M public water utility with over 2,400 employees servicing the third largest metropolitan area in the country. Built and managed project teams, led information technology and business process improvement projects to improve efficiencies and effectiveness throughout the department, and creating and presenting training material in the areas of Project Management, Lean Transformation, and Change Management.

- Led Customer Segmentation project targeting of 500,000+ customers of the department of water management. Based on behavioral, demographics, and location characteristics. Project focused on identifying several key consumer segments and developing new communication and marketing channels to increase and sustain consumer engagement.
- Oversaw 7-month Lean Transformation project with McKinsey & Company. Developed the framework, tools, training material and the implementation of Lean manufacturing concepts and methodology. Spearheaded the continued proliferation of Lean concepts throughout the department. Increased productivity within the sewer division by 20%.

Continued...

- Charged with coordinating Enterprise Asset Management initiative. Handled the design, implementation, and training of the DataStream 7i Enterprise Assets Management Application (Infor). Decreased operating expenses by over \$150,000 in 18-month period. Developed an integrated system that minimized the total cost of owning and operating resources.
- Accountable for the 3-year, Automatic Meter Read project. This project ran city-wide; including a water meter replacement program with estimated costs above \$45M. The scope of the project was to replace the 170,000 existing manual read meters, with a mobile automatic read network system. Saved \$700K+ in personnel expenses in first year.
- Reengineered Meter Reading Division. Achieved significant operational improvements by reorganizing operations, and implementation of new technology. Increased productivity by more than 150% and increased cash flow by \$5.2M to the city in 24 months. Achieved the highest Meter Reading percentage (94%) in the history of the department.

Project Manager, BLACKSTONE CONSULTING, INC., Los Angeles, CA

05/2003 – 07/2005

Managed the Midwest region for a \$60M contract management service provider of full food and industrial cleaning services. Primarily marketed to the Federal Government and commercial institutions. Oversaw full P&L responsibility for Mid-West region, 25 accounts and 360+ employees, business development, customer service, union negotiations, project management, budgeting/forecasting, training, business process management, vendor relationships, and special projects.

- Supervised, directed, and supported a staff of 15 responsible for accounting, contract administration, purchasing, project management, and administrative support.
- Implemented quality control systems, strategic planning processes, and new accounting systems to facilitate and support growth of company.
- Automated the billing process leading to a reduction in DSO by more than 20 days, and decreased project costs by more than 10%.
- Increased profitability of Midwest territory by over 25% in 2 years through new business development.

Controller, PRECISION SYSTEMS CONCEPTS, Schaumburg, IL

02/1998–05/2003

Provided leadership for accounting department including payroll, budgeting, cost accounting, managerial accounting, financial reporting and analysis for a \$25M IT consulting firm specializing in collaborative, e-business, infrastructure, and enterprise systems technologies.

- Reduced administrative costs by 20% through streamlining processes and an aggressive cost-cutting program developed and implemented by the financial team; Efforts resulted in 15% in increased profitability.
- Generated enhanced sales and profits by creating compensation program that rewarded sales force on individual performance based on gross margin, rather than gross sales.

EDUCATION, TRAINING & CERTIFICATIONS

DEPAUL UNIVERSITY, KELLSTADT GRADUATE SCHOOL OF BUSINESS, Chicago, IL

Master of Science Degree in Marketing Analysis, Concentration in Predictive Analytics, GPA 3.9, 2015

DEPAUL UNIVERSITY, KELLSTADT GRADUATE SCHOOL OF BUSINESS, Chicago, IL

M.B.A., Concentration in Managerial Accounting

MOREHOUSE COLLEGE, Atlanta, GA

Bachelor of Arts Degree in Finance; Cum Laude

UNIVERSITY OF NOTRE DAME, MENDOZA COLLEGE OF BUSINESS,

Executive Leadership & Management Certification

Training & Certifications: SAS Certified Base Programmer (SAS 9), Project Management Professional (PMP), Six-Sigma Black Belt (Classes Completed), Myers-Briggs Type Indicator (MBTI) Certified, Change Management Certification – Prosci, Certified Management Accountant (CMA)

Technical Summary: SPSS, SAS, R, SQL, Python, Machine Learning & Advanced Modeling Techniques, Predictive Modeling & Analytics, Data Mining Techniques, Hierarchical Agglomerative, Data Manipulation & Analysis, Data Visualization & Tableau, Logistic Regression—Linear Regression & Regression Models, Statistical Techniques & Statistical Modeling, ANOVA, MANOVA and Survey Analysis, Microsoft Office Suite (Project, Excel, Access, Word)