

MATTHEW G. JOHNSTON

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COMPETENCIES

Leader	<ul style="list-style-type: none">- Data Science Manager: line managing a team of 5-7 data scientists to deliver actionable segmentations from billions of rows of data; selected as a Sainsbury's Future Leader- Senior Consultant: Leading numerous projects and managing teams of consultants, data scientists, and data engineers- Chair of UKBC: running a charity of ~10 volunteers who write biology exams for >30k students annually with a turnover of >£100k
Data Science Solutions and Evangelism	<ul style="list-style-type: none">- FMCG data transformation: I ran a team of consultants to implement a novel data strategy for a FMCG to revolutionise their marketing to a data-driven model with stakeholder buy-in- Deep technical understanding: I have the rare blend of business implementation combined with a genuine appreciation of data from a PhD using big data and coding business solutions myself
Analytical and Problem Solving	<ul style="list-style-type: none">- 4-year PhD programme and 3 internships, including international experience at Lausanne, Switzerland- designed and performed my own experiments, including all required controls to give biological insight- designing and implementing A/B tests for Sainsbury's marketing controlling >£50m a year
Stakeholder Management	<ul style="list-style-type: none">- drive the uptake of my team's models from other analytical, insights and marketing teams- developed and engaged cross-business teams to create models of customer behaviour and drive the segmentation from creation and deployment to exploitation by the CRM teams- collaborative experimental work, leading to <u>joint first authorship on a PNAS paper</u>
Communication (Oral and Written)	<ul style="list-style-type: none">- write succinct reports, presentation and pitch decks for multiple clients- selected for multiple international presentations, chosen by line manager to present in Germany (>95% speaker rating at my most recent conference)- published technical and lay articles (https://matthew-johnston.com/publications/)
Coding (R, React, NodeJS, Python, Github)	<ul style="list-style-type: none">- full-stack developer for British Biology Olympiad written in React, NodeJS and PostgreSQL. Built a bespoke exam application, with in-depth live reporting on exam results and uptake- scientific computing using a HPC cluster in BASH and downstream analysis in Perl and R- statistical expert in R leading to several collaborative <u>publications</u>- overseeing and QAing work in Snowflake SQL, Python and R, deployed on Airflow

EXPERIENCE

May 2022 – Present	Data Science Manager, <i>Sainsbury's</i>
KRANG - Next Best Messaging and Digital Offers	Owning Sainsbury's advanced data science team of 6 DSs with 10 DEs to deliver over £50m of marketing offers a year. In the first month , a new NBM programme I delivered drove £10m of Christmas sales. Integrated our decisioning with offline channels, and led A/B testing decisions
Customer Value and Understanding	Responsible for all customer-level segmentations, describing and predicting, the actions of millions of Sainsbury's and Argos customers every week using statistics and ML in SQL and Python . I developed the roadmap for the team, and drove the uptake of our outputs
Jul 2021 – Apr 2022	Senior Data Consultant, <i>Artefact</i>
Senior 2	I managed a digital transformation team within an FMCG company, developing and implementing an advanced audience-segmentation tool , which leverages first party data and machine learning , navigating multiple stakeholders from different business arms and localities
Senior 1	I led and managed every aspect of a team of 10 consultants to deliver a 5-week project to develop a digital marketing strategy from scratch, being the main point of liaison with the Gaming client
Oct 2016 – Jan 2021	Biology and Statistics PhD, Composition of and interactions at plasmodesmata, <i>John Innes Centre</i>
Oct 2013 – Jul 2016	Class I, Natural Sciences, BA, <i>Christ's College, University of Cambridge</i>
	Rosabel Spencer-Thomas Prize in Natural Sciences (2016)
	Christ's College Sporting Award (2016)