MATTHEW G. JOHNSTON, PhD

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COMPETENCIES

Leader	- Head of Data Science: line managing two teams consisting of 11 reports in total including data scientists and managers in collaboration with a team of data; **selected as a Sainsbury's Future Leader; Sainsbury's Stardust award** (employee of the year award)
	- DataIQ 2024 Future Leader
	- Chair of UKBC: running a charity of ~10 volunteers who write biology exams for >30k students annually with a turnover of >£100k
Analytical and Problem Solving	- 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 **>£100 m a year**
Stakeholder Management	- **drive projects end-to-end**, e.g. personalised before-you-go recommendations on groceries online
	- encourage the uptake of my team's models from other analytical, insights and marketing teams
	- work with finance and marketing stakeholders to optimise the spend of a multimillion budget
	- **collaborative** experimental work, leading to joint first authorship on a PNAS paper
Communication (Oral and Written)	- 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**)	- 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 publications
	- overseeing and QAing work in Snowflake SQL, Python and R, deployed on Airflow

EXPERIENCE

Aug 2023 – Present	**Head of Data Science (Marketing)**, *Sainsbury's*
	Leading two teams of data scientists supported by data science managers to deliver value from Sainsbury's data, ranging from optimised ad spend in Argos (270% increase in ROAS) to personalising 'similar product' recommendations, by enabling large cross-team projects
May 2022 – Aug 2023	**Data Science Manager**, *Sainsbury's*
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**, *Artefact*
Senior 2 Senior 1	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.
Oct 2016 – Jan 2021	Biology and Statistics PhD, Composition of and interactions at plasmodesmata, *John Innes Centre*
Oct 2013 – Jul 2016	Class I, Natural Sciences, BA, *Christ's College, University of Cambridge*
	Rosabel Spencer-Thomas Prize in Natural Sciences (2016) Christ's College Sporting Award (2016)