# Matt Shadish

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## OBJECTIVE

Data Science & Analytics Individual Contributor+Coach with experience in high-pressure delivery-driven environments and a passion for creating measurable growth through innovation of new revenue streams and understanding of data lifecycles.

## EXPERIENCE

### **ENGAGE3 + DEXI** | Davis, CA — 2015 - Current

Vice President, Research & Development | Jul 2022 - Current
Director of Data Science | Jan 2021 - Jul 2022

Engage3 partners with retailers and brands to manage Competitive Strategy and Price Image via an omnichannel approach to competitive pricing intelligence and data science-powered solutions. As head of the Competitive Intelligence Management Analytics department, I drive innovation and productization of core revenue, from bespoke deliverables to turn-key products, while maintaining market position as the best-in-class Competitive Intelligence Retail solution and Inc. 5000 fastest growing companies 7 years in a row.

- Leading a team of 15+ Data Analysts, Scientists, Engineers, and Visualization Architects in a Player+Coach role, responsible for development and delivery of Engage3's core competitive intelligence offerings, including Data Delivery & Reporting and Visual Analytics, and continued extension of IP moat
- Created and developed Engage3's Tiered Datamart schema & system, integrating all of Engage3's offerings into a scaleable delivery pipeline within `Snowflake SQL` & `bash`. Supporting 70%+ of company revenue.
- Developed and deployed Engage3's Price Prediction Model, capable of predicting regular shelf pricing with 99%+ accuracy – model maintains 100% up-time of competitor visibility within the Engage3 platform, using `SQL` & `Python` + ongoing sampling and validation using Precision and Recall metrics. Model outputs driving 30% cost reduction in company data collection methods
- Extended Engage3's Reverse-Engineering modeling offering from client-specific solutions to an "Always-On" fully-automated solution, driving engagement with 10%+ of Engage3's customer base as a self-service product, using a combination of `Python`, `Snowflake SQL`, and AWS cloud tools
- Daily hands-on in `SQL` and `Python` to support prototyping, development, code review, data inquiries and analyses
- Leadership responsibilities include creating Engage3's Competitive Data product verticals, hiring, personnel management & performance reviews, driving technical roadmap, championing company core values
- Executive technical sponsor for enterprise-level engagements, working directly with external stakeholders to drive successful customer outcomes and 95%+ customer retention
- Recurring collaboration with C-suite to explore growth opportunities in enterprise-level analytics customer base

Data Science Manager | May 2018 - Jan 2021
As the company grew from 10 to 100+ FTE's, I built out Engage3's Data Science and Reporting department to drive and support 5X ARR growth from 2018 to 2020.

- Oversaw a team of 8 Data Analysts responsible for 67%+ of current annual revenue through DaaS offerings
- Designed, developed, and implemented Comp Shop Optimization service for our CIM programs to balance competitive visibility with budget. Reduced cost of a top-tier enterprise program of in-store shops by over 50% (savings over $1M)
- Drove 3% of 2018 revenue through new analytics offering to reverse-engineer competitor pricing strategies using 1B+ data points; methods include unsupervised clustering and classification algorithms with `Scala`, `Spark`, and `Python` on Amazon EMR

Data Science & Analytics Lead | Aug 2015 - May 2018
In 2015, Engage3 pivoted to 10-15 FTE's. I took on the role of Data Science & Analytics Lead, during which time we turned around from a 2-week runway (2015) to closing Series B funding round (2017).

- Designed, developed, deployed, and maintained end-to-end pipeline of in-store data collection, management, analysis, and on-demand reporting via `SQL`, `Python Flask` endpoints, and `bash` scripts. System supported 50%+ of total 2017 revenue.
- Created and managed fully-automated real-time processing of 1M+ daily crawl records in Amazon Redshift and Amazon RDS Postgres; provided live self-serve competitor visibility to several customers through visualizations
- Deployed and managed `Python Flask` and `CherryPy` endpoints for external and internal self-service automation on Amazon Elastic Beanstalk and on-prem hardware

**GENERAL ELECTRIC** | San Ramon, CA 2014 - 2015
Data Analytics Intern
- Created lean search tool in parts database using `elasticsearch`, `Python Flask`, and `JavaScript`

**SHOPPINGSCOUT** | Davis, CA 2013 - 2014
Data Scientist
- Maintained and extended Retail Category Management Algorithms, processing millions of datapoints in Oracle PL/SQL

**ATAC** | Sunnyvale, CA 2012 - 2013
Aviation Data Analyst
- Analyzed hundreds of thousands of flight data points to identify opportunities for noise and emissions reduction in standard departure/arrival routes using Microsoft Excel extensively

# EDUCATION

**UNIVERSITY OF SAN FRANCISCO** | MS in Analytics
2015 • Cumulative GPA 3.88

**UNIVERSITY OF CALIFORNIA, LOS ANGELES** | BS in Mechanical Engineering
2013 • Cumulative GPA 3.75 • Phi Beta Kappa, Tau Beta Pi

# SKILLS

**TOOLS & TECHNOLOGIES**

SQL
Snowflake • PostgreSQL • Oracle • Redshift • MySQL
Analytics Software
Tableau • Docker • Apache Spark • Elasticsearch • Redis
AWS
ECS • Lambda • EMR • Elastic Beanstalk • S3 • EC2 • boto
Azure
Azure App Services • OneDrive API
Project Management
Git • GitHub • Assembla • Jira • Proofhub

**LANGUAGES**

50,000 lines
Python • SQL
10,000 lines
Bash
1,000 lines
R • Scala • LaTeX • JavaScript (D3.js)

# PROJECTS

**TREASURY YIELD CURVE VISUALIZATION** 2017
https://github.com/mshadish/yield-curve/
- Automated download & transformation of historical XML treasury yield data nightly using `Python`, `bash`; visualized in `D3.js`

**LENDINGCLUB PORTFOLIO PERFORMANCE ANALYSIS** 2017
https://github.com/mshadish/lendingclub/
- Automated collection of LendingClub personal portfolio data nightly and storing time-series loan data using `Scala`, `SQLite`, and LendingClub REST API; Visualized trends in borrower solvency using `D3.js`

**KAGGLE: DRIVER TELEMATICS ANALYSIS** 2015
https://github.com/mshadish/kaggle_drivers/
- Detected anomalies in driver patterns using bagged logistic regression estimator and random forest in `R` and `Python scikit-learn`; scored in the top 30% of contestants out of 1500+ with an AUC of 0.85