

Matt Shadish

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OBJECTIVE

Data Science & Analytics Leader 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 POWERED BY 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.

- Overseeing a global department of 15+ Data Analysts, Scientists, Engineers, and Visualization Architects, 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
- Core responsibilities include: creating Engage3's Competitive Data product verticals, hiring, personnel management & performance reviews, driving technical roadmap, championing company core values
- Created and developed Engage3's Tiered Datamart schema & system, integrating all of Engage3's offerings into a scalable delivery pipeline within `Snowflake SQL` & `bash`. System currently supports 70%+ of company revenue. Subsequently built a cross-departmental team of Data Engineers and Data Scientists to maintain and extend Engage3's Tiered Datamart system.
- 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
- Collaborating cross-departmentally as well as directly with key external customers to advise on product capabilities, as well as develop new features and extended functionality of the platform based on market feedback
- Daily hands-on in `SQL` and `Python` to support prototyping, development, code review, data inquiries and analyses
- 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 supporting 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, and 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