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Professional profile

17-year experience manipulating data and transforming it into meaningful information to the business. Creator of profitable data-based products that exceed customer's or stakeholder's requirements and expectations. Successful in the application of statistical methodologies and machine learning to business processes. Also, an experienced 2nd level manager that can lead any team/department to achieve the defined goals successfully.

Experienced on:

- SPSS, Python (SciKit Learn, Pandas, LLMs, ANN), R
- PowerBI, QlikView, QlikSense, Tableau, MicroStrategy, KNIME, Reporting Services (SSRS), R Shiny, Flask/Bokeh
- SQL, MySQL, AWS Redshift, Postgres, Oracle, Salesforce, DB2 and Other cloud sources (APIs)
- Azure ADF/Storage, Databricks, AWS, EMR, PySpark
- Docker, GeoTools (Qgis,Geopandas)

Career summary

Jan 2024 - Present   Maximus, London, UK

⊠ Head of Data and Analytics - Solutions

Outline

As part of the Technology department and leading Maximus's Central / Connect Assist / Health verticals in terms of Data & Analytics needs, with functional responsibility over data science, data architecture/engineering and global visualisation.

Key Responsibilities

- AI roadmap and implementation
- Grow the team by attracting the best talent
- Design and oversee solutions for Bids and data products
- In a matrix setup, work with all verticals to share resources and align methodologies
- Line manage and develop a growing team

Key Achievements

- Ways of working for the Data Solutions team (initial processes in place)
- Central Data Layer: platform that unifies all data for reporting and data science (solution in Azure with Governance and Security considerations)

Jan 2021 - Dec 2023   AstraZeneca, Cambridge, UK

⚗️ Director, Analytics Data Preparation

Outline

As part of the **Data Office**, this is a hands-on role and about leading a team that performs data preparation, providing analytically ready data products across TA's

As Senior Director for Plan 100 (secondment from March to September 2023) - Combining the responsibilities of Analytics Data Preparation leadership and the **Data Strategy** for the Medical Affairs Oncology Business Unit - Real World Evidence for Europe and Canada (EUCAN)

Key Responsibilities

- Grow the team from 1 to 11 FTE in the first year to match scorecard objectives
- Establish team ways of working and develop working processes with other departments
- Be the Data Office technical leads on programming (R, Python), AWS and other computing environments (i.e., using EMR clusters and PySpark)
- Perform data transformation to deliver clinical studies (and other data) to our customers in the environments that they use
- Prepare and mentor the team to be Data Science savvy to meet customer requirements
- Personally lead and execute Oncology data preparation
- Lead key initiatives for the Data Office – Anonymisation / Synthetic Data

Data Strategy

- Proactively manage US RWD stakeholders, vendor selection, contract, and performance
- Serve as POC for tumour data board activities (e.g., workstreams)
- Own the conceptualization, development and senior leader approval for oncology data strategy for EUCAN

Key Achievements/Projects

- Creation of Tiger Teams that integrate directly with BioPharma Data Scientists (ways of working)
- Creation of Synthetic Clinical Data immediately available (F.A.I.R.) with millions of cost avoidance savings – more than 25 projects enabled
- Development of Hub Software and AI Solutions
- 65 projects enabled in 2022, 40 of those with direct pipeline impact on Biopharma and Oncology R&D

Jan 2020 – Dec 2020   Credit Spring, London, UK

🟪 Chief Data Officer / Head of Data Science

Outline

As a member of the board, reporting to the CEO, my mission is to build a Data/Data Science practice from scratch, defining the data strategy and vision for the company.

Key Responsibilities

- Building data science models for underwriting, marketing (churn/attribution), financial forecasting, segmentation, etc.
- Identifying new and innovative features that can be incorporated into the models, while using Machine Learning algorithms that need to be unbiased and explainable
- Defining key metrics that support the business and are also used for investors information
- Creating live dashboards and other visualisations that support the different tribes
- Building and mentoring a team of data analysts & scientists, aligning the tribe with global OKRs

Key Achievements/Projects

- Created 100% Open Banking Predictive model
- Company-wide Data Platform delivered

Sep 2018 - Jan 2020   Lloyds Banking Group, London, UK

🐎 Data Science and Visualisation Manager

Outline

Leading the data scientists' team in London to develop innovative tools that will shape the future of the Risk division and the Bank itself.

Key Responsibilities

- Manage a team of **Data Scientists** within Risk Innovation division
- Mentor and support Senior and Junior Data Scientists
- Develop data science products that fit the needs of internal stakeholders
- Showcase Risk Innovation work in conferences and summits (external and internal)
- Use visualization frameworks (d3/bokeh/Tableau/SAS VA) to build dashboards that can display our machine learning capabilities
- Use machine learning (R/Python) to develop predictive models
- Use of agile methodologies and promote the adoption of Confluence/JIRA across the team, along with Git Hub for version control and collaboration.

Key Achievements/Projects

- Natural Language processing tools embedded into python flask applications
- Predictive modeling mostly applied to fraud detection cases and credit risk scoring

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Oct 2015 – Sep 2018   The Stars Group, London, UK

🐎 Senior Statistical Analyst

Outline

Data provider and statistical analyst to multiple stakeholders on the business, while managing **Data Science projects**.

Key Responsibilities

- Work with stakeholders and product managers to create reports and provide necessary data
- Identify appropriate data points, collect data from multiple systems, analyse data integrity
- Querying **BigData** databases to retrieve historical poker hands data
- Determining risk of abuse prediction modeling and player segmentation
- Make dashboards and present findings using Tableau, SSRS, MicroStrategy or QlikSense
- Use Statistical tools/packages (**R, KNIME, Python**) and **Machine Learning** algorithms in special projects across the business and **AB testing**

Key Achievements/Projects

- Predicted players' next deposit (**Auto Regression Time Series** based model) used to determine adequate promotions for players
- Fraud system scorecard implementation (impact analysis and optimization of the rule based algorithm – benchmark against **Gradient Boosting** model)
- Centralised reporting system with KPI for Support (Agents, Managers and Directors)

May 2015 – Sep 2015   Aegate, London, UK

aegate **European Director of Analytics**

Outline

Reporting to the Chief Sales Officer, my responsibility was to lead an advanced analytics team and deliver new data-based products across European countries. Applying **Machine Learning techniques like Clustering and Neural Networks** - the goal was to segment pharmacies and predict sales on unknown regions, cross referencing with geographical data.

Aug 2014 – May 2015   Data Technology, London, UK

Senior Consultant

Outline

Provide consultancy services to top companies in the UK (e.g. PWC, Qliktech, Prudential), across all sectors. This included server configuration and security settings, building **complex data models** (performance, benchmarking, funds/portfolio, logistics), implement BI best practices and also providing training to developers.

Nov 2013 – Nov 2014   Janssen Cilag – Johnson & Johnson, Rouen, FR

Senior BI Consultant EMEA

My mission was to design new QlikView dashboards (some new, others based on old Cognos legacy). From business requirements I created **advanced metrics and complex data models**. Qlikview scripting to make ETL **automated** processes on **big datasets** was also part of the daily work, from development to **production**.

Mar 2013 – Nov 2013   Consumer Intelligence, Bristol, UK

aegate **Lead Analyst**

Outline

Analyst for the recently created Banking and Viewsbank (website) divisions. Designed the first banking solution of the company, **analysing FOREX market** and fees charged by the trading companies/banks. All the statistical reports to surveys were automated to be delivered to PR agencies using **Python** and QlikView.

2007 Nov – 2013 Feb   Cegedim (now IQVIA), Lisbon, PT

Consultant and Data Innovation Manager

Outline

Managing a team of 3 analysts we delivered data projects in the field of market research and pharmaceutical consulting. Responsible for developing new business methodologies and internal tools to improve efficiency. Successfully generated new revenue stream by applying **Artificial Neural Networks** to a disrupting market innovative **Deep Learning based Segmentation**. Taking advantage of multiple data sources to create QlikView and Tableau dashboards and using **ARIMA models** to predict sales.

Mar 2006 – Oct 2007   INFARMED, Lisbon, PT

Health Economist

Education & qualifications

- **Master of Science in Health Management –** INDEG / Instituto Superior de Ciências do Trabalho e da Empresa – 2008

  (Thesis on the efficiency of Portuguese pharmacies using Data Envelopment Analysis)

- **Licentiate Degree in Economics (4yr Bachelors) –** Instituto Superior de Ciências do Trabalho e da Empresa – 2005

References available on request