

NICOLAS A. ROCHA

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CERTIFIED DATA SCIENTIST FOR BUSINESS DEVELOPMENT

Highly skilled and experienced in financial services, I am a certified data scientist for business with a proven track record of successful business development and relationship building. As a data-informed leader, I possess extensive knowledge of data science, machine learning, and institutional financial consulting. Recognized as an invaluable asset to any organization seeking growth and success, having worked with international organizations across multiple industries.

HIGHLIGHTS

- **Leadership in Business Intelligence:** Spearheaded a multi-national, cross-divisional Frontline Business Intelligence Team, enhancing client engagement via regional market data analysis. Delivered pivotal reports to over 850 clients spanning nine industries, directly contributing to \$60B in North American Sales amidst the pandemic. Successfully onboarded 50 new clients and trained senior leadership in Salesforce utilization, resulting in \$1B in additional sales.
- **AI Thought Leadership:** Authored "[The Evolution of AI: Your Super-Intern Might Stick Around Longer than the Summer](#)" on Medium, exploring AI in finance. Engaged with Financial Advisors in my network from Broker-Dealer and Registered Investment Advisor (RIA) sectors to gather insights into AI's growing impact.
- **Innovation & Social Impact:** Led team "AL-I" to victory in the ALPFA PRIDE+ Innovation Challenge, an event hosted by Accenture and adjudicated by leaders from Meta, Citi, XR Terra, and Accenture. Conceived a visionary Generative AI model, "AL-I," designed to support and help prevent suicides among LGBTQ+ youth by fostering safe spaces on social media platforms and addressing multicultural nuances.

DATA SCIENCE PORTFOLIO

[Time Series Forecasting Application](#)

- Created an interactive sales forecasting dashboard using R Shiny, Tidyverse, and Timetk, catering to diverse industries such as Energy, Construction, Telecommunications, and Oil & Gas.
- Conducted in-depth research on industry players and analyzed product pricing and usage data.
- The project showcases my advanced data analysis and visualization expertise, offering data-driven insights for strategic decision-making.

[Pricing Recommendation Application](#)

- Developed an innovative R Shiny app catering to wire and cable manufacturers, enabling precise product pricing through machine learning techniques.
- The app utilizes user inputs backed by thorough research to predict costs accurately.
- This project showcases my machine learning, regression modeling, and web app development expertise, delivering a user-friendly, data-driven solution to optimize pricing strategies.

EXPERIENCE

AFFILIATED DISTRIBUTORS, Wayne, PA

7/2019-10/2022

Business Development Associate

- Implemented best practices for business development by utilizing Salesforce and integrated prospect engagement campaigns, resulting in 50 new clients and \$1B in sales growth.
- Analyzed data and delivered insightful reports to 850+ clients across nine industries with \$60B in North American Sales, contributing to the company's success during challenging times.
- Completed a competitive leadership development program, creating competitive market intelligence reports, effective collateral marketing materials, and a 20% increase in new clients.

WASMER SCHROEDER, a portfolio management service of Charles Schwab, Naples, FL

8/2015-6/2019

Associate Director of Business Development

- Grew and maintained Mid-Atlantic region business, resulting in a \$150M increase in AUM.
- Enhanced the firm's presence and differentiation at events through 50+ successful office visits, effective representation, and delightful customer service.
- Implemented a new framework for Relationship Management and Client Services teams by tracking advisor feedback in Microsoft Dynamics, identifying trends, best practices, and anticipating future needs.

FORTIGENT, LLC, an HNW platform of LPL Financial, Rockville, MD

1/2013-7/2015

Associate Wealth Consultant / Associate Analyst, Research

- Cultivated strong partnerships with Institutional and Registered Investment Advisor (RIA) clients as a primary point of contact, building effective relationships with internal and external stakeholders.
- Elevated advisor satisfaction through comprehensive approaches, including training sessions, online portal demonstrations, customer feedback integration into software updates, and regular communication.

PATHSTONE FEDERAL STREET, formerly Convergent Wealth Advisors (RIA), Potomac, MD

3/2011-1/2013

Performance Reporting Analyst

- Managed and updated performance reports for institutional assets of \$500M and private equity assets of \$600M, achieving 100% timeliness and accuracy for four consecutive quarters and driving increased efficiency.
- Acknowledged twice for embodying the firm's core values of teamwork and delightful customer service.

GRAYSTONE CONSULTING, an institutional consulting business of Morgan Stanley, Washington, D.C.

6/2008-3/2011

Institutional Consulting Analyst

- Collaborated on an Institutional Consulting Team, overseeing \$12B in AUM during challenging times.
- Analyzed quarterly investment performance returns for institutions, endowments, and high-net-worth (HNW) individuals, delivering accurate and up-to-date performance data.
- Developed and presented portfolio allocation proposals and pitchbooks to HNW and Institutional clients, showing thoughtful insight into investment strategy and analysis.

VOLUNTEER

Association of Latino Professionals For America (ALPFA), Philadelphia Chapter: Board and Pride Committee Member

EDUCATION

Bachelor of Business Administration (BBA), Finance, Marymount University, Arlington, VA

Certified Data Scientist for Business, Business Science University, Philadelphia, PA

Series 65 - Uniform Investment Adviser Law Examination (Expired)

CORE COMPETENCIES

Leadership • Data Analysis • Recruiting • Relationship Building
Techniques • Machine Learning • Time Series Forecasting •
Business Acumen • Spanish Fluency

CERTIFICATIONS

Business Science University, Philadelphia, PA

- **Data Science for Business Part 1:** Business Analysis with R • Data Cleaning & Manipulation • Data Visualization • Data Science Algorithms & Iterations • Business Reporting
- **Data Science for Business Part 2:** Business Consulting • Advanced Machine Learning
- **High-Performance Time Series Forecasting**
- **Shiny Web Applications Part 1:** Web Applications • Dashboards
- **Shiny Web Applications with AWS Part 2:** Full Stack Development • Deployment

Northwestern University - Kellogg School of Management, Evanston, IL

- **Mastering Sales: A Toolkit for Success**

XR Terra, New York, NY

- **XR Foundations Developer**

TECHNICAL SKILLS

CRM & Reporting: Salesforce.com, MS Office Suite

Data Science and Analysis: R Programming Language (Data Cleaning & Manipulation, Visualization, Data Science Algorithms & Iterations), Shiny Web Applications, Time Series Forecasting, Customer Segmentation, Churn and Attrition Prediction, H2O Automatic Machine Learning, Tidymodels, Tidyverse, and Advanced Machine Learning

Cloud & Version Control: AWS, Git, Docker