

PHILLIP PENG

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SUMMARY

A seasoned data strategist with a passion for leveraging data in driving business outcomes, with expertise in customer insights, multichannel marketing, risk management, and revenue optimization. Offers a track record of leadership in AI/ML innovations, including prompt engineering for LLM and graph machine learning, to solve complex business challenges. Holds an advanced degree in Agricultural Economics with ongoing professional development in AI, project management, and leadership skills.

WORK EXPERIENCE

AI Made Easy (AIME) | Ellicott City, MD

Chief Technology Officer, Jan 2023 - Present (10 months)

- **Strategic AI Leadership:** Championed the creation and rollout of Applied AI products, positioning AIME as a leader in higher education tech solutions and broadening our industry influence.
- **Innovation & Implementation:** Seamlessly converted pioneering tech innovations into scalable, ready-for-production solutions, ensuring optimal integration and user adoption.
- **Talent Leadership:** Led successful recruitment drives and cultivated a nurturing work environment, resulting in the acquisition and retention of top-tier AI professionals.
- **Key sample projects:** hands-on development of a recommendation system and a demand forecasting model using the state-of-the-art Graph Neural Network model

Walden University | Columbia, MD

Director of Applied AI, August 2009 – January 2023

- Advanced from Senior Analyst to Director; recipient of a corporate innovation award among 10,000+ employees.
- Innovated in areas including conversational AI, NLP, recommendation algorithms, and reinforcement learning.
- Steered the redesign of business intelligence service models and led a robust team of data scientists and analysts.
- Conceived an early warning system for student attrition risk, pioneering predictive modeling efforts.
- Leveraged 'big data' from social media for strategic marketing and retention insights.
- Championed serverless solutions with big data analytics and cloud apps, and ushered in the MLOps era.
- Directed enrollment-attrition-graduation forecasting for over 90 academic programs.

Merkle Direct Marketing | Columbia, MD

Sr. Statistician, February 2008 - August 2009

- Architected analytics solutions for clients like DirectTV Commercial, Mead Johnson, and Scooter Stores.
- Deployed predictive modeling, customer profiling, segmentation analysis, and data mining techniques.
- Enhanced modeling and reporting processes with SAS utility Macros and Excel VBA.

Kobie Marketing | St. Petersburg, FL

Database Marketing Analyst, March 2007 - January 2008

- Extracted insights from data warehouses for strategic reporting and analysis.
- Employed advanced analytical techniques for diverse clientele in finance, retail, and telecom sectors.

CORE COMPETENCIES

- Predictive Modeling & Deep Learning, including prompt engineering for LLMs and graph machine learning
- Budgeting, Forecasting & Risk Analysis
- Simulation, Optimization & Text Analysis (NLP)
- Cloud Computing & MLOps/DevOps
- Project Management & Strategic Leadership

TECHNICAL PROFICIENCIES

- Predictive Modeling & Deep Learning, including prompt engineering for LLMs and graph machine learning
- Budgeting, Forecasting & Risk Analysis
- Simulation, Optimization & Text Analysis (NLP)
- Cloud Computing & MLOps/DevOps
- Project Management & Strategic Leadership

EDUCATION

PhD in Agricultural Economics, University of Kentucky | Lexington, KY, 2006

