# Pep Martí Mascaró Monserrat

## AI Lead | Senior Data Science Consultant

A proactive, creative, and collaborative professional with a proven track record in leading high-performance data science teams. Combining solid technical skills with strategic stakeholder management, and effective mentoring, I aim to drive business value through data innovation and analytics.

✉ pmmascaro@gmail.com   📱 07513077149

📍 London, United Kingdom   in linkedin.com/in/pep-martí-mascaró-monserrat

github.com/pmascaro

## WORK EXPERIENCE

### AI Lead and Senior Data Science Consultant
British Airways

*07/2022 - Present*
*From 06/2023 Part-time (2 days a week as AI Lead, 3 days as Senior Data Science Consultant)*
*Achievements/Tasks*

- **Tasks/Achievements as an AI Lead:**
- Lead in designing and developing scalable AI and ML solutions, involving research, testing, and algorithm creation.
- Serve as a hands-on subject matter expert, leading AI functions, and translating business goals into technical solutions.
- Oversee training, evaluation, and optimisation of AI models, ensuring effective integration and alignment with growth strategies.
- **Tasks/Achievements as a Senior Data Science Consultant:**
- Spearhead data initiatives leading to a 15% efficiency increase in British Airways' Below Wing operation.
- Direct a team of three, streamlining workload, nurturing their analytical capabilities, and leading performance reviews.
- Nominated for UK British Data 2023 & UK DataIQ 2022 Awards for innovative work on the Demand Driven Build project.

### Data Science Consultant
British Airways

*10/2021 - 06/2022*
*Achievements/Tasks*

- Empowered a team of 12 through training and advice on SQL, Python, GitHub, and AWS Sagemaker.
- Received recognition as the most influential data & analytics practitioner for substantial contributions to the Auto Special Event Planning project.

### Senior Revenue Delivery Executive
British Airways

*06/2021 - 09/2021*                                    *London, United Kingdom*
*Achievements/Tasks*

- Optimised revenue for a portfolio of 10 routes with a £50M annual revenue budget.
- Fostered the growth of a team of seven, overseeing their projects and day-to-day operations.

### Revenue Delivery Executive
British Airways

*09/2019 - 05/2021*
*Achievements/Tasks*

- Piloted interdepartmental projects leading to a 20% efficiency increase for the Short Haul team.
- Initiated and led the training and skill development of nine new joiners in SQL, Data Models, and SAS.

### Revenue Management Analyst
Air Europa

*08/2017 - 09/2019*                                    *Palma, Spain*
*Achievements/Tasks*

- Identified revenue strategies that played a central role in the 15% Revenue growth of the British, Portuguese and French market.
- Championed reporting automation for a team of 40, reducing workload by 10%.

## TECHNICAL SKILLS

Python  SQL  AWS  Git  Linux  GitHub  GitLab  Machine Learning  Webscraping  Streaming

SAS  R & R Shiny  CI/CD  Tableau  Excel  AnyLogic  Dataiku

## PROJECTS

**Demand Driven Build - Bags Forecast for all British Airways flights (10/2021 - Present)**
- Developed a Machine Learning system for baggage forecasts, increasing infrastructure efficiency by ~25%.
- Followed Agile methodology, collaborating with a diverse set of stakeholders to ensure reliable end-to-end flow.

**Auto Special Event Planning for the British Airways' Short Haul Network (01/2021 - 10/2021)**
- Automated pricing strategy for special events across the Short Haul network. (+180 routes).
- Streamlined processes by designing a user-friendly interface, saving ~15% working time for a team of 20.

## EDUCATION

### Postgraduate Degree in Data Science and Big Data
University of Barcelona

*09/2020 - 07/2021*
*Courses*
- Supervised and Unsupervised Machine Learning, Deep Learning, Recommenders, Cloud Microsoft-Azure

### B.S Mathematics
University of Barcelona

*09/2013 - 07/2017*
*End-of-degree project*
- Stochastic Differential Equations and Applications

## HONOUR AWARDS

Finalist for work on the Demand Driven Build project.
*UK DataIQ Awards 2023*

Finalist for work on the Demand Driven Build project.
*UK British Data Awards 2023*

Most influential data & analytics practitioner for my work on the Auto SE Planning project.
*British Airways Digital Champion 2021 Awards*

## LANGUAGES

Spanish
*Native or Bilingual Proficiency*

Catalan
*Native or Bilingual Proficiency*

English
*Full Professional Proficiency*