Raanan S. Gurewitsch

Senior Product Manager, BlueConduit

New York, NY

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SKILLS AND EXPERTISE

- IT leadership and project management
- Design thinking and UX research
- GIS, visualization, story mapping
- Python for Data Analysis and Machine Learning

- Coordinating strategic partnerships
- Public sector technology & innovation
- Web prototyping (HTML/CSS, Javascript)
- Automated data collection (web scraping)

EXPERIENCE

BlueConduit, SENIOR PRODUCT MANAGER

May 2021 – Present

- Brought software product to market from idea phase, helping transition company from consulting services to SaaS business model, with over $1 million in expected product-driven revenue within first year of launch.
- Manage R&D and go-to-market and maintain product roadmap for design, engineering, marketing and fundraising.
- Project lead for Google.org Fellowship--oversee a team of PMs, UXDs and SWEs from Google working on a greenfield app for public communication about lead in water.

BlueConduit, DATA ANALYST (CONTRACT)

January 2020 – April 2021

- Initialized the product function at BlueConduit by organizing weekly product, scaling and automation meetings before officially transitioning to full-time product management role.
- Used exploratory data analysis, interactive mapping and machine learning to recommend strategic prioritization of homes for lead service line replacement and public outreach for Toledo (OH) Department of Public Utility.
- Contributed to core ML software development, building reproducible data and machine learning pipelines with robust model evaluation and spatial cross-validation.

Public Health Dynamics Lab, University of Pittsburgh, RESEARCH PROGRAMMER

August 2019 – April 2020

- Developed UI prototype, documentation and geostatistical modules for the Mortality Information and Research Analytics System, currently the country's most extensive database on human mortality.
- Contributed to research on geospatial analysis of health surveys data and public health issues including the opioid crisis and household lead water contamination.
- Part-time subcontract for software testing at BioMedware, Inc.

United States Census Bureau, CIVIC DIGITAL FELLOW - CODING IT FORWARD

June 2019 – August 2019

- Developed OpenStreetMap ETL prototype to source geospatial data for use in machine learning applications within the Census Bureau's experimental computing environment.
- Used machine learning to identify businesses sampled in the US Commodity Flow Survey (CFS) that were least likely to report shipping activity, leading to sample error and administrative burden reduction.
- The Civic Digital Fellowship is a program designed to match up-and-coming technologists with high-impact government technology roles.

City of Pittsburgh - Innovation & Performance, CLIENT SERVICES INTERN

March 2018 – April 2019

- Developed business cases, gathered technical requirements and automated data collection for large-scale digital transformations and upgrades such as timekeeping and scheduling and Windows 10 rollout, identifying over $2 million in potential annual savings.
- Developed a City-wide software inventory analysis to inform software procurement strategy based on installation and utilization data from over 1,000 on-premise computers.
- Led ten 'capabilities mapping' sessions with City agency clients to incorporate user experience and other qualitative data into software procurement strategy.

EDUCATION

UNIVERSITY OF PITTSBURGH, BACHELOR OF PHILOSOPHY (BPhil) in INFORMATION SCIENCE

August 2015 - April 2019

Magna Cum Laude - GPA: 3.696 - Economics minor, Coursework in data analytics, GIS and public health

Societies and Activities:

- Design for America - Founder
- H2Info Student Lead Testing Lab - Founder
- Geoinformatics Laboratory
- Study Abroad: Sydney, Australia

Publications and Presentations:

- "Overcoming Data Inequities to Improve Outcomes." Chesapeake Tri-Association Conference (American Water Works Association). Aug. 2022. Ocean City, MD, USA.
- "Artificial Intelligence Applied: Reducing Lead Exposure Promotes Environmental Justice in Toledo, OH." Chesapeake Tri-Association Conference (American Water Works Association). Aug. 2022. Ocean City, MD, USA.
- "A Data-Driven Approach to COVID-19: Resources, policies, and best practices." Aruru M, Gurewitsch R, Das S, Ghosh P, Sen B, Mukhopadhyay I, Pyne S. Published December 2020. BLDE Univ J Health Sci (bldeujournalhs.in)
- "Spatial Modeling of Lead Contamination Risk in Local Communities of Pittsburgh, PA." American Public Health Association Annual Meeting and Expo. Oct. 2020. (VIRTUAL). Student Achievement Award for Excellence in Environmental Justice Track.
- "A Mixture of Regressions Model of COVID-19 Death Rates and Population Comorbidities." Maleki M, McLachlan GJ, Gurewitsch R, Aruru M, Pyne S. July 2020. Statistics and Applications.
- "Transition from Social Vulnerability to Resiliency vis-à-vis Covid-19." Pyne S, Ray S, Gurewitsch R, Aruru M. Published June 2020. Statistics and Applications.
- "Personalized Accessible Wayfinding for People with Disabilities through Standards and Open Geospatial Platforms in Smart Cities." Wheeler B, Syzdykbayev M, Karimi H, Gurewitsch R, Wang Y. Published 2020. Open Geospatial Data Software and Standards. (Cited by 5)
- "Pb-predict: Using machine learning to locate lead plumbing in a large public water system." Baccalaureate thesis. April 2019. http://d-scholarship.pitt.edu/36505/. (Cited by 1)
- "Artificial Intelligence as a growth engine for health care startups: Emerging business models." Garbuio, M. Lin, N. California Management Review. 2019. (Cited by 85)
- "Applications of Geoinformatics to Mortality and Environmental Data." Public Health Dynamics Laboratory Seminar Series. Mar. 2020. Pittsburgh, PA, USA.
- "How Machine Learning Can Solve America's Lead Crisis." Ecocity World Summit. Oct. 2019. Vancouver, BC, CA.
- Baccalaureate Thesis Presentation. Mid-Atlantic Undergraduate Research Conference. Mar. 2019. Virginia Tech University. VA, USA.