

Raanan S. Gurewitsch

Senior Product Manager, BlueConduit

New York, NY

rgurewitsch@gmail.com

SKILLS AND EXPERTISE

- IT leadership and project management
- Design thinking and UX research
- Geospatial Information Systems
- Python for Data Analysis and Machine Learning
- Coordinating strategic partnerships
- Public sector innovation and technology
- Web development (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 ~\$500,000 in expected product-driven revenue within first year of product launch.
- Leading in-house product management and design team, along with external partnerships to develop open-core decision intelligence platform and open data infrastructure for lead water service line inventory and replacement in the United States and Canada.
- Facilitating cross-functional alignment and communication on product strategy, research and development via rapid prototyping, storyboarding and product road-mapping.
- Designing public-facing interactive maps in collaboration with and in support of environmental advocacy organizations at the national and local level.

BlueConduit, DATA ANALYST (CONTRACT)

January 2020 – April 2021

- Sourced external data and built machine learning models to provide data-driven guidance for lead water service line inventory and replacement program in City of Toledo (OH).
- Assisted with core machine learning software development, including preprocessing, feature selection, A/B testing and visualization.
- Researched and built software prototypes for geostatistical methods to reduce the effects of spatial autocorrelation in prediction of water service line materials.

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.

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.

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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
- University Honors College
- Geoinformatics Laboratory
- Study Abroad: Tel Aviv, Israel
- Study Abroad: Sydney, Australia

Publications and Presentations:

- “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 (bldeujournals.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.