

# RICARDO BINZ | Data Scientist

## Decision Intelligence & Strategic Analytics

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### EXECUTIVE SUMMARY

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Data Scientist with 4+ years driving measurable business impact in dynamic environments, currently leading ML implementations for global business. Expert in building data science foundations from the ground up, translating complex insights into executive narratives, and working with minimal direction in ambiguous problem spaces. Proficient in Python, R, SQL with strong statistical foundation (A/B testing, regression, classification, causal inference) and cutting-edge AI experience.

### PROFESSIONAL EXPERIENCE

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#### OPEN PRICER SAS | Data Scientist

*January 2022 – Present | Digital pricing platform, 30 employees, ~€3M revenue*

- **Tangible business impact:** Led end-to-end ML platform implementations delivering +4 EBIT points through price recommendations for enterprise clients
- **Regression and classification:** Built price grid generator using regression and classification techniques, reducing time to quote by 20%
- **Strategic Decision Intelligence:** Developed price elasticity models based on transactional data and regression models, increasing Win Rate of sales opportunities by 10%
- **Causal Inference & A/B Testing:** Designed and analyzed controlled experiments to measure pricing strategy effectiveness, providing clear recommendations for leadership.
- **Communication skills:** Acted as key technical partner in client adoption journeys—explaining product architecture, delivering demos and demonstrating ROI. Ran workshops to support integration of predictive pricing tools
- **Generative AI / LLM:** Architected AI agents for market intelligence, improving response time by 50% across global sales teams

#### IETR RESEARCH LABORATORY | Data Science Researcher

*December 2018 – December 2021 | Advanced optimization research*

- **Predictive analysis:** Developed ILC trajectory tracking achieving 99% precision, published in IFAC journal [[link](#)]
- **Real-time optimization:** Created VRFT methodology for cascade control (90% accuracy), published in IET journal [[link](#)]
- **Technical Communication:** Authored peer-reviewed papers in IFAC [[link](#)] and IET [[link](#)] journals; presented findings to cross-functional audiences bridging academic and applied contexts.
- **Cross-Border Tech Collaboration:** Led joint AI research with Brazilian and French institutions, translating research into deployable solutions for energy and automation.

#### EKIMETRICS | Data Science Consultant

*June 2021 – November 2021 | Marketing analytics consultancy, 400 employees*

- **Causal Analysis & Strategic Recommendations:** Applied marketing mix modeling to assess media ROI, driving a 4.1% cost optimization for automotive and telecom clients.
- **Stakeholder Communication:** Translated complex marketing mix modeling results into compelling narratives for C-level executives and technical teams
- **Automation & Scaling:** Developed reusable Python pipelines for data processing, reducing project time by 50% and eliminating manual inconsistencies.

### EDUCATION

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#### CentraleSupélec (Paris, France)

*Masters of Engineering | 2019 - 2023*

- **GPA:** 3.9/4.5
- **Achievements:** Awarded the Eiffel Excellence Scholarship (top-performing international)

#### UFRGS (Porto Alegre, Brazil)

*Bachelor's, Control and Automation Engineering | 2017 - 2022*

- **GPA:** 9.5/10
- **Achievements:** Awarded the Engineering Council's Honors Degree (top-performing student)

**Key Achievements:** Applied Machine Learning papers published in IFAC [[link](#)] and IET [[link](#)] journals

## SKILLS

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- **Programming:** Python (TensorFlow, Scikit-learn, Pandas, NumPy), R (tidyverse, ggplot2, caret, xgboost), SQL
- **Statistical Methods:** A/B testing, regression, classification, causal inference, time series analysis, predictive modeling
- **Business Intelligence:** Marketing mix modeling, behavioral pattern analysis, strategic analytics
- **Generative AI:** LangChain, CrewAI, RAG, AI Agents, LLM.
- **Languages:** Portuguese (native), English (full professional experience), French (full professional experience), Spanish (full professional experience)

## KEY DIFFERENTIATORS

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- **Business-Driven Machine Learning:** Delivered end-to-end ML solutions that increased client EBIT by 4+ points and sales win rates by 10%, aligning technical work with strategic outcomes.
- **Generative AI & LLM Integration:** Architected AI agents systems that improved global sales team efficiency by 50%, combining cutting-edge tech with practical use cases.
- **Cross-Functional Communication:** Acted as technical liaison in client-facing roles, running workshops, delivering demos, and translating model outputs into strategic narratives for both technical and non-technical stakeholders.
- **Academic Rigor + Applied Impact:** Co-authored peer-reviewed publications (IFAC, IET) while translating research into deployable optimization and prediction tools for real-world use cases.
- **Multilingual & Global Perspective:** Fluent in Portuguese, English, French, and Spanish, with professional experience across Brazil, France, and international teams—well-suited for global collaboration in diverse environments.