

Robert Norberg

SENIOR DATA SCIENTIST

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Robert is a thoughtful researcher that brings technical know-how, practicality, and relentless curiosity to all of his work.

Work Experience

Eventbrite

Remote

SENIOR DATA SCIENTIST, RISK

Nov 2021 - Current

- Responsible for rule-based and ML-based decision systems that worked both in real time and asynchronously throughout the Eventbrite product, including spam detection, detecting web crawling and credential stuffing, fraud detection, and more
- Evolved testing mechanisms for automated risk decisions
- Diagnosed and mitigated coordinated inauthentic activity at large and small scale

Florida Blue

Jacksonville, FL

SENIOR DATA SCIENTIST

Mar 2017 - Oct 2021

- Authored and maintained an internal company R package with branded ggplot2 themes and R Markdown templates, utility functions for Kerberos authentication, deep integration with DBI and odbc for effortless data access, and more
- Architected, deployed, administered, and maintained an analytics environment and grew it to over 40 developers and over 250 weekly active users in one year
- Lead analyst and data engineer for a company-wide customer experience initiative focused on the use of surveys to measure individual customer experience

Data Signals

Jacksonville, FL

CHIEF DATA SCIENTIST

Mar 2016 - Feb 2017

- Architected and built an R and SQL-based platform for data exchange and storage, customized predictive model training, individual and batch model-as-a-service predictions, and dashboard visualizations
- Designed a multi-tenant database and built the infrastructure from scratch on AWS

Florida Blue

Jacksonville, FL

ASSOCIATE DATA SCIENTIST

May 2015 - Mar 2016

- Developed a multitenant application for tracking, forecasting, and optimizing Medicare Stars ratings
- Used web, demographic, and other unconventional data sources to forecast member health and utilization

University of Central Florida

Orlando, FL

GRADUATE TEACHING ASSOCIATE

Aug 2013 - May 2015

- Taught four semesters of introductory statistics to undergraduate students

RTI International

Raleigh, NC

ENVIRONMENTAL SCIENTIST

May 2012 - May 2015

- Produced research that informed environmental policy legislated by the US Environmental Protection Agency

Education

University of Central Florida

Orlando, FL

MASTER'S DEGREE: STATISTICAL COMPUTING

Aug 2013 - May 2015

University of North Carolina at Chapel Hill

Chapel Hill, NC

BACHELOR'S DEGREE: QUANTITATIVE BIOLOGY/MATHEMATICAL DECISION SCIENCES

Aug 2009 - May 2013

Skills

Data Science Ops

EXPERT

- Version Control (git)
- Continuous Integration (Jenkins)
- Amazon Web Services
- Dependency Management
- Linux (RHEL, Debian, containers)

Relational Databases

MASTER

- Postgres, SQL Server, DB2, Hive, and SQLite
- Database design
- Query optimization
- Row/Column level security

R

MASTER

- tidyverse
- DBI/odbc
- shiny
- knitr/rmarkdown
- testthat

Statistics

EXPERT

- Parametric and nonparametric
- Frequentist and bayesian
- Time series forecasting
- Predictive modeling