**Candidate Profile**

Rolando Anzola

*Senior Consultant*

Summary

Rolando is a seasoned executive in business intelligence and data science with over 19 years of experience in Market Research and Telecommunications industries across several countries and continents. He has expertise in leadership skills applied to the best use of different types of data to create recommendations for tactical and strategic decision making. He has also hands-on experience on data collection, data wrangling, test hypothesis, AB Testing, Marketing Mix Models and Price Elasticity Models in the Market Research environment, machine learning experience applied to optimization of FMCG companies investments, estimation of Non-Cooperating Chains to represent the total Universe of sales of Modern Trade Retailers in continuous tracking measures, handling end-to-end client complaints from decision makers regarding the quality of the information received, and implementing NPS to improve the client experience through the analysis and execution of action plans to mitigate root causes of dissatisfaction.

Education

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| **Year** | **Degree** | **Institution** |
| 2012 | Executive MBA | UADE Business School – Buenos Aires, Argentina |
| 2002 | B.S. Production Engineer | Universidad Simón Bolívar – Caracas, Venezuela |

Work Experience

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| **Evalueserve**  *Senior Consultant*  2022 to Present | * Design chatbots connected to databases using Rasa, Azure, and Python. |
| **Nielsen Chile**  *Data Science Manager – Operations Regional Manager – Client Delivery Analytics Manager –Client Response Regional Manager*  2017 to 2021 | * Drive innovation and guarantee continuous improvement for the quality of the data provided to clients. * Migration from the local factory to new production platform located in a Regional Hub in Mexico. * Modernization and transformation of the client service experience. * Analysis and resolution of issues raised by clients. * People Manager: in charge of different teams in Perú, Chile, Argentina and Brazil, their development, reduction of attrition/turnover, career path, and motivation. |
| **Nielsen Malaysia**  *Data Science Associate Director*  2014 to 2016 | * Lead end to end improvements and enhancements for the products delivered to clients. * Analysis and resolution of issues raised by clients. * Develop team members in Statistics applied to Market Research issues. |
| **Nextel Argentina**  *Management Control Supervisor*  2012 to 2014 | * Create automated reports with churn information. * Design retention campaigns for pre-paid users. |
| **Motorola Argentina**  *Product Performance Analyst*  2010 to 2011 | * Data extraction of Android OS failures in first Smartphone generations in the United States to identify churn/swap reasons. * Hive, Hadoop, Sql, SPSS Modeler: tools to extract, process and analyze the performance indicators associated with a client churn/swap. |
| **Nielsen Venezuela**  *Methods Analyst – Advanced Analytics Consulting Manager – Client Service Manager*  2003 to 2009 | * Implement automated quality checks for electronic data from cooperating chains sales variables using Sql and Sas. * Automate sample size calculations for market research studies using Sas. * Establish the Advanced Analytics Consulting Business Unit in Nielsen Venezuela from scratch, connecting historical data to the newly developed Analytics Factory to create Price Elasticity models. End to end management: sell the service, get the brief, data extraction, manipulation and modelling, presentation, consultancy and follow up with clients. * Renew and increase number of continuous subscriptions across assigned clients in the FMCG spectrum. |

Technical Skills

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| * Data manipulation: Sql, Python, Jupyter Notebooks, Microsoft Excel, Microsoft Access, Sas, SPSS * Data Science: descriptive statistics, test hypothesis, machine learning supervised models, AB Testing, Marketing Mix Models * Market Research: sample design, sample expansion, analytic process, business opportunities * Visualization tools: Tableau and PowerBI * Big data: Big Query, basic Hadoop * Natural Language Understanding: basic Rasa * Cloud: Google GCP basics, Azure basic * Client Satisfaction: NPS methodology |  |