

# Salvador García González

Salvador.garcia.tmp@gmail.com +52 5539399308

## EXECUTIVE SUMMARY

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- 5 years management experience of analytics teams to deliver value to company business units
- Solid experience in cross-industry analytics consultancy and agile project management providing advance analytics and machine learning models to units in Banking, Marketing and Supply Chain
- Specialist in statistical software programming languages (R) and BI tools (Tableau)
- Experience deploying Machine Learning and Artificial Intelligence models into production through microservices
- Intermediate knowledge of best practices in project management tools (Atlassian suite)
- Standard knowledge of top cloud computing suites: Azure/AWS/Google Cloud
- Statistics and Machine Learning Lecturer at undergraduate and graduate levels

## EDUCATION

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MSc	Computer Science <b>Instituto Tecnológico Autónomo de México</b>	Aug 2020 – Currently
MSc	Data Science (Machine Learning Specialization) <b>University of Edinburgh (UK).</b>	Sep 2016 – Aug 2017
BSc	Applied Mathematics (Statistics Specialization) <b>Instituto Tecnológico Autónomo de México (ITAM)</b>	Aug 2009 – Dec 2014
BSc	Actuarial Sciences (Statistics Specialization) <b>Instituto Tecnológico Autónomo de México (ITAM)</b>	Aug 2009 – Dec 2014

## WORK EXPERIENCE

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**Sr. Data Scientist / Director, Grupo Salinas** Nov 2019 – Currently

- Delivering comprehensive back office solutions to support digital transformation strategy at Grupo Elektra
- Provide ad-hoc analytics based on three pillars: Branch Office, Client and Employee.
  - Detect top-tier bank clients based on revenue and their demographic and transactional characteristics
  - Map expenses at Branch Office Level and detect anomalous patterns and unexpected behaviors
- Coordination to implement the Tableau Server infrastructure and dashboard development to provide executive and operating reporting to the business units to accomplish the strategy of companies

**(Part-time) Lecturer, ITAM, IEXE**

- Exploratory, inference, multivariate and hypothesis testing lecturer Jan 2020 – Currently
- Management of high volumes of data through Hadoop Zoo

**Sr. Data Scientist / Advisor, Cemex Global Headquarters** Aug 2018 – Oct 2019

- Advisor of Global Analytics Team, based on Monterrey and Prague. Provide machine learning microservices to digital tools that give service to America/Europe/Middle East Region:
  - Ready Mix System (System that get limited resources best allocation):
    - Develop real-time machine learning forecasting for ready-mix planning area.
    - Cancellation order probability (considers different factors as weather, client, jobsite status to give a probability of cancelation to be able to make an overbooking of resources)
  - Price Analytics Platform:
    - Contribution on the price variation model that looks to explain the change of income derived of change in price and/or volume.

**Data Scientist / Manager, Grupo Salinas** Aug 2017 – Jul 2018

- Manager of Customer Strategy Team. Develop customer profiling and interaction of products across business
  - Detect opportunities and propose data-based insights and strategies
  - Analyze clients for all group (Retail, Telecom, Finance) to improve customer service level

- Develop Machine Learning models for retail, consumer goods, pawnshops industries.
  - Develop customer segmentation for retail company with over 800+ branch offices based on their transactional behavior.
  - Machine Learning model to measure the probability that goods are going to fall on default on a credit company.

## TECHNICAL SKILLS

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### Programming languages/technologies

Advanced	R
Intermediate	SQL, Bugs/Jags/Stan, Impala/Hive, Bash, Tableau, Python
Basic	Azure, AWS, SAS-language, C++, Visual Basic, Java

### Specializations:

Johns Hopkins University. Data Science. Coursera Specialization (8 courses)

## LANGUAGES

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Spanish	Native language
English	IELTS 7.5

## HONORS AND AWARDS

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Open Data National Contest Finalist (top 3 of 250 teams)	2015
ITAM-Baillères 100% Scholarship for best admission exam (BSc)	2010
Regional Mathematical Olympiad (OMM) 1 <sup>st</sup> place	2008