

Brent Schneeman

Senior Director, Data Science

Overview

I focus mainly on building a data science and algorithmic muscle, but also get to work on building durable teams. I think visually and don't feel comfortable with a data set unless I can craft an aesthetically pleasing image out of it. I am quite comfortable telling stories in front of crowds of any size and seeks avenues to expand the role of science and math in all directions. I pivoted from software engineering roles to data science to help companies unlock the value of their data as they pivoted to modern transaction-based business models.

Experience

Jan 2018 - **Senior Director, Data Science, *DOSH, LLC*.**

- Built a diverse team of Data Scientists, Data Analysts, and Data Engineers, all focused on evolving Dosh to a more data-oriented company. The Data and Analytics team was responsible for Data Science, Business Intelligence and Data Engineering (e.g. the data warehouse and data lake)
- Collaborated with key business stakeholders to generate marketing campaigns, financial models, sales models, and investor-deck content
- Collaborated with technical stakeholders to create a data warehouse from application data and to create data pipelines feeding location data to S3 buckets for graph analysis. Eliminated redundant RDBMS systems in-favor of AWS Redshift
- Built xgboost-based models predicting offer redemption (directly tied to revenue) and deeply analyzed fraudulent behaviors and referral networks
- Lead transformation of company dashboards from 'vanity-metrics' to business-focused KPIs
- Directed Data Science efforts in predicting causal impact of multi-vendor markets and price elasticity

Sep 2016 - **Senior Director, Data Science, *HomeAway, an Expedia Company*.**

- Dec 2017
- Strengthening Data Science muscle through project-based leadership. Partnering with disparate product lines to answer questions quicker, and find new questions faster. Evangelizing data-informed decision making.
 - Competitive intelligence, fraud detection, unstructured data mining.
 - Bayesian and frequentist multi-variate test analysis. Evangelizing data-informed decision making
 - Introduced natural language processing, machine learning and defensible statistical inference
 - Created and lead 100+ volunteer "science club", all trying to swipe right for science

Jun 2014 - **Principal Data Scientist, *HomeAway, an Expedia Company*.**

- Sept 2016
- Partnered with the UT McCombs School of Business, providing guidance and data for the Business Analytics program participant capstone projects. Acted as an external ambassador through public speaking at various events.

DOSH, LLC

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