

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 9-person 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
- Strengthened 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. Built and directed 25 person team consisting of Data Scientists and Machine Learning Engineers
 - Projects included competitive intelligence, fraud detection, unstructured data mining, search result ranking, photo analysis, price predictions
 - Bayesian and frequentist multi-variate test analysis
 - Introduced natural language processing, machine learning and defensible statistical inference
 - Created and lead 100+ volunteer "science club", all trying to swipe right for science

Jul 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

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- Sep 2013 - **Director of Engineering**, *HomeAway, an Expedia Company*.
- Jul 2014 – Directed 25-person team responsible for the Orders and Payments Platform services. The team consisted of Engineers and Architects of all levels and areas in “the stack” (UX/UI, web-tier, service layer, ...)
- Worked closely with CFO, CTO, and CPO as the services handled much of HomeAway’s revenue
- Sep 2011 - **Senior Manager, Software Engineering**, *HomeAway, an Expedia Company*.
- Sep 2013
- Lead development and enhancement of PCI Compliant “payment island”. Architected and implemented payment gateway router which sends transactions from clients to any one of several payment gateways (e.g. Cybersource, Payflow Pro, Yapstone, and Trident)
 - Established HomeAway Inventions Program, which is responsible for identifying, cataloging and protecting intellectual property. Sole- or Co-Inventor on several pre-patent inventions
 - Technical member of global payment processor negotiation team, responsible for technical evaluation and diligence for HomeAway’s successful selection of a global payment processor
- Jun 2010 - **Senior Software Engineer**, *HomeAway, an Expedia Company*.
- Sep 2011 – Team Lead delivering Unified Payments Services, PCI and SOX compliance, and migrating vertical payment flows to common service-based API