**James M. Driscoll, PH.D.**

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| **Profile**  **Data Science ~ Advanced Analytics ~ Business Analysis ~ Market Research ~ Forecasting** | | | |
|  | Accomplished, results-generating professional with extensive experience leading and developing analytic functions for both consulting organizations and major corporations. Diversified experience leading key analytic business functions: data science, advanced analytics, market research, forecasting, business analysis and promotional analysis. Experienced delivering enhanced insights to strategic and operational business initiatives within both national and international environments. | | |
|  | **~ Areas of Expertise ~** | | |
|  | * Top Management Interaction * Client Management * Organization Development * Employee Skill Building | * Budget Management * Data Science * Advanced Analytics * Market Analysis & Research | * Promotion Modeling * Forecasting * Data Mining * Bayesian & Classical Statistics |
| **Professional Experience** | | | |
|  | MERKLE, INC.Columbia, MD (2013 - 2016)  **Senior Director, Advanced Analytics Consulting**  Enhanced analytic offerings with modern advanced analytics and data science capabilities. Lead numerous sales engagements focused on advanced analytic and data science projects. Managed a team of senior statisticians delivering a diversity of key business insights and modeling services to a broad set of clients.   1. Established strong client relationships through client-centered consulting and engagement style. Delivered actionable, granular assessments of marketing, sales, and promotional impacts focused on ROI and resource optimization. 2. Successfully defined and delivered analytics projects that expanded Merkle service offering and delivered key business insights to clients across a wide array of areas and business challenges both nationally and internationally. 3. Extended Merkle’s analytic capabilities by enhancing the organization’s analytic offerings by leading the development of sophisticated data science frameworks focused on multi-channel, multilevel modeling capabilities, advanced program evaluation (observational studies), and modern optimization. Architected, planned and supervised the programming of an automated system to facilitate the deployment of a broad range of advanced analytics and data science services. 4. Trained senior statisticians in the use and deployment of a wide array of statistical methods. | | |
|  | ASTRAZENECA, INC.Wilmington, DE (2007 - 2013)  **Senior Manager, Marketing Science**  Lead key initiatives in the areas of marketing science, business analysis, forecasting, market research and competitive intelligence focused on opportunities within a variety of product markets and disease areas.   1. Disease area and market experiences spanned cardiovascular, diabetes, migraine, and hospital specialty areas in both the US and internationally. Lead and developed numerous analytic initiatives to understand business and lifecycle management opportunities for emerging, pre-launch and in-line compounds including business, epidemiological, and market assessments. 2. Drove international and US forecasting initiatives to support emerging, pre-launch and in-line brands. Developed forecast modeling platforms to support international forecasting in the diabetes and other markets 3. Enhanced promotional mix modeling program by restructuring this multi-brand program and adopting advanced, modern analytic techniques. Developed large scale marketing mix optimizations to flexibly examine local resourcing scenarios. | | |
|  | KINETIC CONCEPTS, INC.San Antonio, TX (2004 - 2007)  **Vice President, Business Modeling & Forecasting**  Formed, managed, and led KCI’s Business Modeling & Forecasting organization. Developed the vision for critical analytic programs that focused on: sales force analytics; sales force expansion & territory alignment; physician segmentation; customer targeting & lifetime value analysis; business metric forecasting; and sales & marketing effectiveness.   1. Assembled a team of professionals and developed analytic programs addressing critical business issues and challenges. 2. Developed programs focusing on all key aspects of sales force analytics including sales force productivity, effectiveness, realignment, expansion, and sales force design. 3. Provided the vision for and implemented mission critical forecasting programs for KCI’s most important business metrics. 4. Managed analytic programs focusing on physician segmentation, lifetime value, and physician targeting. | | |
|  | TNS INTERSEARCH, INC.Philadelphia, PA (2002 – 2003)  **Vice President, Advanced Methods Consulting Group**  Vice President in TNSI’s Advanced Methods Consulting Group responsible for the full spectrum of client engagement activities: proposal development; client consultations, presentations and development; sales team support; and the application of advanced research and statistical methods across a broad array of business challenges and industries.   1. Developed numerous proposals resulting in sales of TNS core research and advanced methods consulting services addressing a diversity of business issues across a number of industries. 2. Enhanced TNSI’s marketing science capabilities – upgraded the company’s conjoint and discrete choice services, and introduced newer forms of market segmentation techniques (mixture modeling and Bayesian approaches). | | |
|  | ANDTECH ASSOCIATES, INC. Pittsburgh, PA (2000 – 2002)  **President & Principal Consultant**  Founder of ANDTech Associates, Inc. a professional services firm focused custom market research and advanced analytic & data-to-insight services.  Engagements ranged from developing market mix models within consumer package goods to strategic planning research within the mutual fund industry to market response modeling within the telecommunications industry. | | |
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| **Education** | | | |
|  | **Ph.D.** – Psychology – Rutgers University;  **M.S.**– Psychology – Rutgers University **B.A.** – Psychology & Criminal Justice – Iona College | | |
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| **Technical Knowledge and Skills** | | | |
|  | **Advanced Analytics**   * Classical & Bayesian Statistics * Generalized Linear and Nonlinear Mixed Models * Time-Series Analysis * Time-to-Event (Survival) Analysis * Logistic & Probit Regression * Propensity Score Analytics * Longitudinal & Panel Models * Latent Class & Trait Modeling * Discrete Choice Analysis – MNL, Nested MNL, GEV & Mixed Logit * Promotional Mix Modeling * Modern Optimization | **Data Science**   * Data Munging, Reshaping, Dimension Reduction. * Model Evaluation and Enhancement * Classification – Nearest Neighbors, Naïve Bayes, Decision Trees. * Predictive Models – Regressions, Regularization Methods * Segmentation Models – k-means, hierarchical, association rules. * Random Forests & Ensembles – classification and regressions * Topic Modeling - LDA * Neural Networks * Support Vector Machines * Digital Analytics (Google / Adobe) | **Research**   1. Experimental Design – Full, Fractional, & Optimized 2. Design of Observational Studies 3. Advanced Program Evaluation   **Tool Kits**   1. SAS 2. R 3. Python 4. H2O 5. RWeka |