**Richard Vecsler**

646-417-8190 rvecsler@gmail.com

Hoboken, NJ linkedin.com/in/richardvecsler

**Data Science and Analytics** professional with track record of delivering products and solutions that improve efficiencies, drive performance and inform decision-making. Leverage machine learning, statistical methods and analytic strategies to extract value from data for improved outcomes.

**Core Competencies:**

* Marketing, Media & Customer Analytics | Finance & Econometrics | Urban & Real-World Informatics
* Machine Learning | Statistical Methodology | Quantitative Analysis | Visualization / Presentation
* Data Strategy & Integration | Product & Project Management | Technology Training

**EXPERIENCE**

**Kantar Group**, New York, NY May 2018 – October 2020

**Senior Director / Data Scientist, Analytics Practice**

Maximized clients’ marketing ROI, providing actionable insights and solutions supplemented by hands-on campaign measurement, customer valuation and brand impact estimation. CPG, Healthcare (Provider & Pharmaceutical), Automotive, Retail, Media.

* Progressed foundation for firm’s omnichannel / multi-touch attribution systems by developing novel analytic methods and operational approaches that minimize model-building and streamline data preparation.
* Led acquisition, integration and pre-processing of fragmented legacy data for training data-driven digital advertising effectiveness product. Connected video and structured data from globally disparate data sources, harnessing cross-functional partnerships while performing hands-on data engineering.
* Mentored associates and advised executive leadership with POCs on productization and technology training, leading to upskill initiatives, transition to cost-effective tools and product considerations.
* Produced an array of digital marketing attribution, media mix modeling, effectiveness, growth metric valuation and drivers analysis projects; used diverse techniques, including logit models, tree-based ensembles, Factor Analysis, Markov Chains, Dynamic Regression, NLP and others. (Python, R, SPSS, SAS / SQL, Azure)

**Elemental Machines**, Boston, MA March 2018 – May 2018

**Data Science and Engineering Consultant** (Contract)

Built tools that monitor device signal quality and capture associated anomalies from IoT data.

* Introduced and implemented message retention and diagnostic metrics for platform’s efficient transition to new beacon sensor infrastructure. (R, SQL / GCP Big Query, other NoSQL variants)

**NYU Center for Urban Science and Progress**, New York, NY August 2016 – January 2018

**Researcher, Real-World Measurement - Urban Systems**

Assistantship, Publication, and Extramural Works: (MS Awarded 9/2017)

* Evaluated effects of asset-sharing programs on transit choice, wellness and retail activity, using geospatial / temporal regression methods. Sponsored by UK-based smart city collaborative.
* Diagnosed network vulnerabilities of NYC subway system to inform preparedness planning. Predicted disrupted mobility patterns using multinomial choice modeling and graph search optimization algorithms. Led project team and co-authored publication in collaboration with U.S. contractor.
* Sample Coursework Projects as Master’s Student (8/2016 – 9/2017): - Predicting sporting stadium occupancy using random forest methods. - Identifying population health risk using structure learning and cluster-based anomaly detection. - Measuring bike-share demand drivers using spatial regression. - Detecting highway vehicle counts using image-based CNNs. (Python, R / SQL, Graph, Unstructured)

**Hyperion Group, Miami, FL** May 2006 – August 2016

**Director, Property Acquisitions, Development and Management**

Drove strategic direction and operations of firm’s asset management service for 200+ landlords, and led firm’s market research, development project feasibility analysis and underwriting efforts.

* Tripled tenant retention while maintaining rents at 5% above market during downturn by deploying cost-efficient engagement initiatives while simplifying vendor contracts and realigning staff incentives.
* Pursued, underwrote, and helped plan over $140 MM of opportunities resulting in 80% IRR – 9x over required. Instituted value-added programs for firm’s portfolio, increasing operating income by 40%.
* Led third-party feasibility and valuation advisory, providing quantitative market research, due diligence, financial modeling, and structuring of a combined $400 million projected AUM in mixed-use property.
* Negotiated $4.5 MM of distressed debt workouts and oversaw sales of over 60 residential units. (VBA/Excel)

**ADDITIONAL RELEVANT EXPERIENCE**

**PM Group**, New York, NY March 2004 – February 2006

**Senior Associate, Analytics and Strategy**

Response modeling and marketing spend optimization. (SPSS, SAS, SQL)

**Technology Management Consulting**, New York, NY April 2002 – February 2004

**Consultant (Business Intelligence & Systems Analysis)**

Systems and Analytics consulting for small businesses and start-ups. (Perl, C / SQL, OLAP / OLTP)

**Investment Technology Group** (n/k/a Virtu Financial), New York, NY February 1998 – March 2002

**Assistant Vice President, Financial Engineering**

Quantitative analysis and programming for trading cost measurement and portfolio optimization. (Perl, C/C++ / SQL)

**Nomura Securities International**, New York, NY January 1997 – February 1998

**Risk Analyst / Programmer** (Perl, C / SQL)

**American Management Systems** (n/k/a CGI Group), Germany September 1995 – November 1996

**Business Analyst / Programmer** (C/C++ / SQL)

**EDUCATION**

**New York University**, New York, NY

Master of Science (M.S.), Applied Urban Science and Informatics, 2017

**University of Pennsylvania**, Philadelphia, PA

Bachelor of Science in Engineering (B.S.E.), Computer Science and Engineering, 1995

**METHODS & TECHNICAL SKILLS**

**Statistics, Modeling, Machine Learning:**

Standard Regression / GLMs. K-NN, Decision Trees, Random Forests, DBMs, SVMs, Deep Learning NNs. Clustering methods. FA / PCA. Bayesian Networks. Forecasting / Time-Series, Spatial, Network analysis. “AI Interpretability”, Feature Importance. Causal Inference, Experimentation, Multivariate analysis, RL. ETL, Data Modeling. Behavioral, Experimental, Image, Text/Document, Network data structures.

**Programming, Big Data & Visualization / Presentation:**

Python (Pandas, NumPy, SciPy, PySpark, statsmodels, scikit-learn, TensorFlow, etc.), R. SPSS, SAS. SQL, Unstructured / Various NoSQL. BI / OLAP. Linux shells. ArcGIS. Jupyter, VS Code, RStudio, vim. Hive, Spark / Hadoop. AWS, Azure, GCP. Git / GitHub. Tableau, Power BI. MS Excel, Word, PowerPoint.