Victor Angelo Blancada

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Work Experience

Li & Fung
Data Science Manager, Global Supply Chain Analytics (Hong Kong, China, 2019-Present)

- Responsible for improving the efficiency of Li & Fung's global supply chain by deploying self-service data science tools.

- Automated address cleansing by developing a deep learning seq2seq model that extracts standardized address components from unstructured customer address inputs.

- Improved labor and space requirements planning by creating an SKU-level inventory prediction system for seasonal SKUs. The system uses K-Shape clustering to combine SKUs based on the shapes of their inventory curves before fitting regression models for each cluster.

Publicis Worldwide
Data Lead, Hong Kong and Greater China (Hong Kong, China, 2017-2019)

- Managed the data team to drive complex data analysis and insight across multiple client engagements while building the analytics proposition of Publicis for Hong Kong and Greater China.

- Created a bag-of-words sentiment scoring NLP (natural language processing) model for mixed English and Cantonese text that was used across different social listening and customer feedback analysis projects.

- Improved user engagement for a client's chatbot by applying latent Dirichlet allocation on chat logs to identify topics of interest for users.

IPG Mediabrands
Analytics Technology Manager, Manila Global Modeling Center (Philippines, 2015-2017)

- Built and managed the global predictive modeling hub in Manila that supported the analytics needs of markets across IPG Mediabrands' global footprint.

- Used Markov Chain Monte Carlo models to measure the effectiveness of advertising spending on client KPIs. Successfully predicted the results of the 2016 Philippine election using a Markov Chain Monte Carlo model created for a client political party.

- Developed a marketing spend optimization platform that automatically determines the optimal media schedule across channels and days by applying COByLA (constrained optimization by linear approximation) on marketing mix models.

Mitchell Madison Group
Business Analyst (Various Client Locations, 2014-2015)

- Assigned to work on-site on management consulting and analytics projects at client offices in North America.

- Directed the $400MM USD fiber network expansion project of a Fortune 500 telecommunications company by running a large-scale network optimization algorithm to determine the network layout that will maximize the expected revenue based on the predicted lifetime value of potential customers.

- Generated $9MM in cost-savings for a US manufacturing company through on-site strategic sourcing and vendor contract renegotiation.

Educational Experience

University of the Philippines-Diliman
Bachelor of Science in Industrial Engineering (Philippines, 2009-2014)

- Graduated *summa cum laude*, with a grade weighted average of 1.1 (US GPA equivalent is 3.9), the third highest in the university graduating class of 4,441 graduates

- Oblation Scholarship awardee, placing within the top fifty scorers out of 62,111 test takers in the University of the Philippines College Admissions Test

- National Champion, Operations Research Quiz Competition 2013 and 2014 sponsored by the Operations Research Society of the Philippines

- National Champion, Industrial Engineering Quiz Competition 2013 sponsored by the Philippine Institute of Industrial Engineers

- National Finalist, 2013 Big Data Innovation Programming Contest sponsored by Trend Micro

- Relevant coursework includes: Business Analytics and Data Mining, Information Systems, Computer Programming, Statistical Analysis, Probability and Statistics, Mathematical Methods, Stochastic Processes, Operations Research, Technopreneurship

Additional Honors and Awards

- 98th percentile ranking on the global Bloomberg Aptitude Test

- National Finalist, Indie Eng'g Engineering Competition 2012 sponsored by Tanging Yaman Foundation

- Awardee, Ten Outstanding Students of Makati City for 2009

- Published Author, contributing writer to Data-Driven Investor publication on Medium