

# Victor Angelo Blancada

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## Work Experience

### LF Logistics

#### Senior Manager, Supply Chain Analytics (Hong Kong, China, 2019-Present)

- Responsible for building the end-to-end supply chain of the future, digitized from concept to customer, powered by data and analytics.
- Led the development of the data science platform for LF Sourcing's costing center of excellence, the first of its kind in the industry, built to provide merchandisers with insights for vendor negotiation and strategic sourcing.
- Streamlined the machine learning application development and deployment process from two months to two weeks by implementing MLOps best practices and automating workflows.
- Built regional control tower dashboard systems for Nike and Colgate Palmolive to improve real-time visibility and control over logistics operations across countries for managers and process owners both within LF Logistics and from the client.
- Created an SKU-level demand prediction system for Nike to improve inventory planning especially for new seasonal designs.
- Developed and conducted a Tableau training program for over 200 management LF Logistics employees to promote data literacy.

### Publicis Worldwide

#### Data and Analytics Lead (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.
- Applied insights from natural language processing to improve user experience in a multilingual chat bot app for AXA, a multinational insurance company, resulting in a 73% increase in active user count.
- Optimized digital customer journeys for travel and hospitality clients by conducting A/B testing in collaboration with digital marketers, web developers, and UX designers to drive airline and hotel bookings.

### IPG Mediabrands

#### Analytics Technology Manager, Marketing Sciences Hub (Philippines, 2015-2017)

- Built and managed the analytics hub in Manila that supported the data-driven marketing projects of clients across Mediabrands' global footprint, including optimizing the media plan for every Johnson & Johnson brand in the APAC, resulting in sales lift of up to 13%.
- Developed an automated flu tracker system to schedule marketing campaigns for cold and flu medicine using variables such as weather and search interest. The flu tracker was piloted across 5 markets in Australia and was subsequently rolled out to other APAC countries.
- Formulated Markov Chain Monte Carlo models to measure the effectiveness of advertising spending on client KPIs. Successfully predicted the results of the 2016 multi-party Philippine presidential election using a model commissioned by a client political party.

### Mitchell Madison Group

#### Business Analyst (Various Client Locations, 2014-2015)

- Directed the \$400MM USD fiber network expansion project of a Fortune 500 telecoms company by running a large-scale optimization to determine the network layout that will maximize the expected revenue based on the predicted lifetime value of potential customers.
- Generated \$9MM USD in savings for a US manufacturer through strategic sourcing and vendor contract renegotiation.

### L'Oreal

#### Media and Market Intelligence Intern (Philippines, 2013)

- Consumer and Market Intelligence, developed a universal Customer Relationship Management program for use across all brands under the L'Oreal umbrella in the Philippines. Conducted market research activities such as product testing and POS data analysis.
- For Media, developed an annual media plan, negotiating with media agencies and benchmarking media investments against competitor brands. Developed creative advertising campaigns on print, online, as well as out-of-home media.

## Academic Background

### University of the Philippines-Diliman

#### Bachelor of Science in Industrial Engineering (Philippines, 2009-2014)

- Graduated *summa cum laude*, with a grade weighted average of 1.116 (1.000 being the highest possible grade), 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
- University Scholar (President's Honor List), 2009-2014
- 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, beating out professional and graduate teams

### Others

- Awardee, Ten Outstanding Students of Makati City for 2009
- Published Author, contributing writer to Data-Driven Investor and Analytics Vidhya publications on Medium