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Victor Angelo Blancada

I am a data science expert with a strong background in strategy consulting. I specialize in providing best possible solutions to business decision-makers using big data analytics. My technical experience across the entire data and analytics pipeline – from data management to quantitative analysis (using mathematical modeling and optimization) to results presentation to stakeholders – covers a wide range of industries from telecommunications to fast-moving consumer goods.

In my present capacity working for a global supply chain management company, I am responsible for optimizing global operations by developing data-driven solutions and introducing self-service machine learning-based tools and processes that help promote the company's competitive advantage and drive strategic business growth.

As Analytics Technology Manager for a leading media conglomerate, I pioneered its global predictive modeling hub and was responsible for optimizing the media portfolios of global brands, i.e., helping clients effectively meet sales targets with customized media portfolio optimization solutions.

An experienced strategy consultant for Fortune 500 companies, I have worked with C-level clients across a variety of industries to formulate innovative data-driven solutions for their businesses, leading high-performance teams that deliver their advanced analytics requirements.

Notable projects include:

- Directing the $400MM USD network expansion of a North American telecommunications carrier by running a predictive big data simulation that leveraged a terabyte-scale database to forecast sales on the customer level and developed a detailed network plan with specifications down to last-mile connections to customer premises.
- Generating client sales lift of up to 13% by creating a large-scale media portfolio optimization program that was used across the Asia Pacific. The algorithm used was custom-built to accommodate large and complex problems such as multiple year cross-market and cross-portfolio optimization of media assets at a weekly level.
- Developing an automated flu-tracker that predicts flu incidence based on variables such as weather and search interest to help schedule marketing campaigns for cold and flu medicine. The flu-tracker was piloted across 5 markets in Australia and was subsequently rolled out to other Asia-Pacific countries.
- Successfully predicting the winning candidate in the 2016 Philippine national elections months before traditional analysis as part of a competitive analysis for a client political party. Self-developed econometric models used measured the effect of media and non-media factors on candidate popularity.
- Improving user interactions in a chat bot app for a multinational insurance company using insights from natural language processing, resulting in an active user count increase of 73%.
- Spearheading the data science and data engineering aspect of an analysis of social media user behavior over the Chinese New Year. This was published in the South China Morning Post.
- Developing the data science platform for a supply chain management company'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.
- Consolidating and optimizing the brand-level supply chains of a leading Asian food and beverage conglomerate.
- Improving the logistics efficiency of a leading multinational sportswear brand by developing 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.
- My data science blog has been named by Abakcus.com as one of the best mathematics blogs on the Internet.

My work on natural language processing has been recognized in a competitive arena as National Finalist in the 2013 Big Data Innovation Programming Contest sponsored by Trend Micro.

I am in the 98th percentile ranking on the global Bloomberg Aptitude Test, with outstanding scores in analytical reasoning, mathematics, and economics.

I graduated summa cum laude in Industrial Engineering from the University of the Philippines, with a General Weighted Average of 1.1 (US GPA equivalent of 3.9).

Work Experience

Senior Manager – Data Science, Global Supply Chain Analytics

LF Logistics (Global)

(Apr 2019 to Present)

- Responsible for optimizing LF's global supply chain operations by developing data-driven solutions and introducing self-service machine learning-based tools and processes that help promote the company's competitive advantage and drive strategic business growth.
- Streamlined the machine learning application development and deployment process from two months to two weeks by implementing MLOps best practices and automating continuous integration (CI), continuous delivery (CD), and continuous training (CT) for machine learning systems.
- Applied operations research techniques to optimize supply chain networks for LF Logistics' clients, including providing the implementation plan for consolidating the supply chains of a leading Asian food and beverage conglomerate's brands.
- Developed the data science platform for LF's costing center of excellence to provide merchandisers with insights for vendor negotiation. This platform is the first of its kind in the strategic sourcing industry.
- Responsible for improving labor efficiency and space requirements planning such as 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.
- Managed end-to-end data science application development from data pipeline creation, model training, to model deployment. Developed standard modular code libraries such as model retraining scripts and Dash graphical user interfaces that are being used in LF data science projects for various business units.
- Built and deployed real-time interactive dashboards for use across LF Logistics such as DC (distribution center) inventory management systems and labor management systems using tools such as Plotly Dash, Tableau, Google Data Studio.
- Integrated Python forecasting models to Tableau Server using TabPy.
- Responsible for fortifying the company's extensive data foundation for robust analytics work. One example is automated address cleansing by developing a deep learning seq2seq model that extracts standardized address components from unstructured customer address inputs.

Data Science & Analytics Lead

Publicis Worldwide (Hong Kong)

(Apr 2017 to April 2019)

- Managed the data team to partner with clients, collect requirements, define strategy, and deliver robust analytics solutions.
- Drove complex data analysis and insight across multiple client engagements while building the analytics proposition of Publicis for Hong Kong and Macau.
- Led client engagements and internal cross-functional teams from a strategic and technical perspective.
- Identified new business development opportunities and established relationships with prospective clients, playing an active role in new client acquisition and new business pitches.
- Leveraged data using statistical models and machine learning techniques to lay the strategy foundation for clients that are evolving their data-driven marketing capabilities.
- Designed and implemented big data solutions both on premise or in the cloud using technologies such as Hadoop.
- Developed interactive data visualizations using modern methods and systems.
- Engineered and deployed digital analytics solutions to collect and manage user data from online platforms.
- Used advanced data analysis to optimize client digital platforms such as websites and apps.
- Partnered with the strategy department to introduce Publicis 'Newsdesk' (a real-time, data-driven marketing platform) across accounts.

Analytics Technology Manager – Asia-Pacific

IPG Mediabrands (Asia Pacific)

(Sep 2015 to Apr 2017)

- Responsible for the data technology framework for the Asia-Pacific region and the global predictive modeling hub.
- Led a team of analysts to deliver analytic responses to client strategic issues on such topics as media/marketing mix modeling, customer acquisition, cross-channel attribution, and strategic budgeting decisions, among others.
- Oversaw end-to-end management of performance analytics solutions, i.e., managing data gathering and ETL, creating analysis files, building models, running optimizations, writing presentations, and pitching to clients.
- Engaged clients and stakeholders to transform data into economic insights through statistical modeling and drive strategic thinking into actionable solutions for increased ROI.
- Acted as a key interface for clients and worked closely with account management and marketing professionals to provide ongoing analytics support and ensure projects are aligned with client business goals and strategy.
- Served as subject matter expert on advanced analytics techniques, e.g., nonlinear optimization, multivariate regression analysis, predictive modeling, logistic regression, factor analysis, sales forecasting, response prediction, advertising effectiveness, consumer profiling, market mix and ROI measurement.

Business Analyst

Mitchell Madison Group (Various Client Locations)

(Jun 2014 to Sep 2015)

- Assigned to work on-site on management consulting and analytics projects at client offices in North America.
- Led the Data Science Team in charge of business intelligence technology development.
- Executed top-down project work streams and strategic frameworks to identify market opportunities for a North American telecommunications carrier. Applied operational analytical techniques to streamline operating costs. Designed and leveraged terabyte scale SQL server and Neo4j databases to arrive at actionable insights and conclusions.
- Directed the $400MM USD expansion project of a Fortune 500 company. Met with senior C-level executives to formulate the most cost-effective setup. Conducted industry research to identify potential efficiency gaps. Developed and communicated best possible solutions to strategic business issues.
- Established a bottom-up predictive big data analytics model for use in market feasibility analysis for a major North American network communications provider. Conducted statistical analysis to lay down the model's mathematical framework. Developed software tools for use in the automation of the model's input collection and data processing. Leveraged operations research techniques such as graph optimization to determine the optimal scenarios.
- Generated $9MM (12% of total cost) in cost-savings for a US manufacturing company through on-site strategic sourcing and vendor contract renegotiation.

Market Intelligence Intern

Office of the Managing Director

L'Oreal Group Philippines, Inc. (Philippines)

(Apr 2013 to Jun 2013)

- For Consumer and Market Intelligence (CMI), developed a universal Customer Relationship Management (CRM) program for use across all brands under the L'Oreal umbrella in the Philippines. Conducted market research activities such as product testing and point-of-sale (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.

Analyst

University of the Philippines-Diliman (Philippines)

Department of Industrial Engineering and Operations Research

(Mar 2010 to Apr 2014)

- Conducted a study to improve the room admissions system of a major Philippine hospital using data mining and systems simulation techniques. Developed a stochastic Markov chain model from extracted data and created a Monte Carlo simulation to predict the effect of admissions policy changes on system efficiency.

Skills

1) Data Science	14) Python	27) Financial Analysis
2) Machine Learning	15) R	28) HTML 5
3) Big Data Analytics	16) C++	29) PHP
4) Data Engineering	17) Java	30) PowerBI
5) Data Visualization	18) SAS	31) Market Research
6) Operations Research	19) SQL	32) Shell Scripting
7) Applied Statistics	20) Neo4J	33) Microsoft Excel
8) Economics	21) Hadoop	34) Web Scraping
9) Strategy	22) VB.Net	35) Technopreneurship
10) CRM	23) D3.js	36) Management
11) Artificial Intelligence	24) Tableau	37) Strategic Sourcing
12) Natural Language Processing	25) GIS	38) Project Management
13) Computer Vision	26) Chart and Graph Analysis	39) Process Improvement

Selected Awards and Commendations

- 98th percentile ranking on the global Bloomberg Aptitude Test
- Summa cum laude in B.S. Industrial Engineering from the University of the Philippines, with a grade point average of 1.1 (US GPA equivalent is 3.9)
- National Champion, Operations Research Quiz Competition 2014 sponsored by the Operations Research Society of the Philippines
- National Champion, Operations Research Quiz Competition 2013 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
- National Finalist, Indie Eng'g Engineering Competition 2012 sponsored by Tanging Yaman Foundation
- 2017 Tableau Visual Analytics Forum Participant
- University of the Philippines Oblation Scholar
- University Scholar
- Awardee, Ten Outstanding Students of Makati City for 2009
- High School Valedictorian, Don Bosco Technical Institute - Makati City
- Elementary Valedictorian, Don Bosco Technical Institute - Makati City

Publications

- Blancada, V. (2019, January). *AI Biases and Independent Variables*. From Data Driven Investor: https://medium.com/datadriveninvestor/ai-biases-and-independent-variables-d8bc8f6e4db5
- Blancada, V. (2019, March). *10,000 Hours, Artificial Intelligence, and the Democratization of Expertise*. From Data Driven Investor: https://medium.com/datadriveninvestor/malcolm-gladwells-10-000-hours-artificial-intelligence-and-the-democratization-of-expertise-405dd3a3fa39
- Blancada, V. (2020, September). *Logistics Center of Gravity Analysis in Python*. From Analytics Vidhya: https://medium.com/analytics-vidhya/logistics-center-of-gravity-analysis-in-python-a21ad034f84