**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