

# Robert D Winters

LEADER · DATA SCIENTIST · BI EXPERT

Averkampaan 8, 3533SL Utrecht, The Netherlands

☎ +31 (0)6 17 857 720 | ✉ me@robertwinters.nl | 🌐 https://robertwinters.nl | 🌐 wintersrd

## Summary

A hands-on manager with **12 years** experience in building and leading analytics teams. Demonstrated capacity for hiring and growing a team, setting direction and vision, and achieving results through others. A practicing data scientist and BI engineer, fluent in all aspects of technical implementation within a data environment. Experienced in using data to identify opportunities and drive outcomes across disciplines including Marketing, Customer Service, and Sales, and in industries including Telco, Gaming, Retail, and Travel.

## Work Experience

### TravelBird BV

Amsterdam, The Netherlands

HEAD OF DATA SCIENCE

2015-Present

- Hired to launch green-field initiative to build a data stack, data science team, and introduce BI to organization
- A member of the company Management Team, responsible for company decision making on topics including strategy, budget, and staff
- Led the design and implementation of end-to-end omni-channel personalization platform, improving CTR **15%** and content viewed **34%**
- Designed and led the roll out of a full BI/data science tech stack built on AWS and open source technologies and developed a training program to support **500%+ data growth** and an organization of 650+ end users
- Led the design and implementation of an improved marketing attribution model, reducing spend **60%** for a **8%** reduction in revenue
- Hired and led a multi-disciplinary team of data scientists, BI engineers, and developers, receiving employee engagement scores in the **91nd percentile globally**

### de Bijenkorf

Amsterdam, The Netherlands

HEAD OF DATA TECHNOLOGY

2014-2015

- Hired to lead a green-field initiative to set up a new BI/analytics technology stack to replace traditional legacy system
- Implemented a fully cloud-based BI architecture which was highly performant, fault tolerant, and **90% lower cost than the existing solution**
- Designed and developed a fully automated, metadata-driven Data Vault architecture to integrate data from more than a dozen systems
- Redesigned the event tracking architecture to improve accuracy by **better than 40%** and **reduce event delay from 24 hours to seconds**
- Hired in foundational team members to extend the technology stack and drive utilization in the organization

### Spil Games

Hilversum, The Netherlands

DIRECTOR, REPORTING AND ANALYTICS

2011-2014

- Hired to introduce analytics, data warehousing, personalization, and data driven decision making into the organization
- Built a cross-functional team of engineers, analysts, and data scientists to set up data technology stack and create meaningful analysis from the data
- Implemented a BI solution that achieved **>60% daily company usage** via the creation of more than 120 reports from 80+ different sources
- Created the personalization platform and models to personalize 40 websites and deliver **10 million predictions and 50 million recommendations per day**
- Created segmentation and demographic prediction models to provide **improved advertising targeting information for 80% of gameplays**
- Implemented content recommendation and optimization models, **improving email efficiency by 46% and on-portal engagement by 11%**

### T-Mobile USA

Bellevue, WA, USA

SENIOR MANAGER, ANALYTICS

2006-2011

- **Finance lead for six-month, \$323M cost reduction exercise** reporting to the CEO
- In partnership with SVP, **created a cross-sell program to drive \$156M a year in revenue** by:
  - Evaluating customer and contact opportunities to create offers and programs. Led to a **118% lift in data sales and 52% lift in insurance sales**
  - Set targets, bonuses, and forecast plans to drive operational performance
  - Created product survival models and margin analysis to optimize product mix
- Defined and managed a financial portfolio of automation initiatives **reducing costs \$17M annually**
- Restructured Customer Service bonus plan to drive **\$15M annual reduction in handle time**

## Education

### Western Governor's University

Salt Lake City, UT, USA

MASTER'S OF BUSINESS ADMINISTRATION - IT MANAGEMENT

2014-2016

- Comprehensive MBA program with additional focus on IT strategy, data driven decision making, and project management
- Graduation project consisted of assessment of a local company and identification of critical areas for technology improvement in Finance, IT, and Product

## Open University

POSTGRADUATE STUDIES - PHILOSOPHY

- Completed coursework with merit

Milton Keynes, UK

2012-2014

## Western Washington University

B.A. ECONOMICS / INTERNATIONAL BUSINESS ADMINISTRATION

- Active volunteer with a number of organizations including Big Brothers Big Sisters, Boys and Girls Club, and Outdoors for All (outdoor activities for the disabled)

Bellingham, WA, USA

2001-2005

## Assorted

CERTIFICATIONS AND TRAININGS COMPLETED

- Deep Learning - Coursera.org
- Certified Professional Scrum Master - Scrum.org
- Prince2 Project Management

## Skills

---

**BI Tools** Tableau, Airflow, Pentaho

**Databases** Vertica, Postgres, Redis, MySQL, Teradata, Oracle 11

**Analytical Tooling** Keras, Spark, Tensorflow, R, Jupyterhub

**Programming** AWS, Python, Bash, Git

**Algorithms** ALS, Random Forest, Neural Nets, Classical Regressions, Clustering