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Jonathan D. Adler

A data science leader with a record of practical solutions for problems in many industries.

Related Experience

- 2016-present **Director of analytics**, *Lenati*, Seattle, WA.
Owns the analytics and data science across all projects at Lenati, which focus on marketing and sales strategy consulting.
- Provided analytics guidance to strategic decisions for clients including: Adobe, Microsoft, DSW, and AT&T in areas such as: customer acquisition, retention, and loyalty.
 - Hired and managed junior analytics employees as they did modeling, exploratory data analysis, and reporting in R and Excel.
 - Invented a new tool for modeling the ROI of a loyalty program by simulating millions of customers under different loyalty program scenarios. Used F#, SQL Server, and R which was hosted on Amazon Web Services.
- 2012-2016 **Lead - Advanced Analytics**, *Promontory Growth and Innovation [formerly Insight Results]*, Seattle, WA.
- Lead a team of seven people to design a new tool for managing critical data on projects with clients. Coordinated between the software developers, user experience designers, and business experts to ensure proper progress and buy-in from stakeholders.
 - Met with C-level executives at client businesses to discuss the potential role of analytics and data science within their companies.
 - Lead a team of four data scientists who used R and Shiny to build statistical models and make interactive tools for exploring data.
 - Used a generalized additive model to improve a client company's cost estimation by modeling bias and variance in estimates, decreasing estimate variability by over 30%.
 - Created websites for displaying analytics using ASP.NET MVC in both C# and F# to integrate with existing company web infrastructure.
- Summer 2012 **Strategy Analysis Specialist**, *The Boeing Company*, Seattle, WA.
- 2010-2011
- Helped develop the 20-year forecast for air travel and aircraft demand in the Latin America and Oceania regions. Results were published in the Boeing Current Market Outlook.
 - Improved the statistical model methodology behind airline passenger demand forecast.
- 2009-2010 **Analyst**, *Vistaprint*, Lexington, MA.
- Optimized sales forecast models used throughout the company as well as implemented new methodologies for analyzing company time series data.
 - Lead a team of five analysts to develop a tool for assessing the health of the company on a daily basis and detecting if core metrics are outside of expected bounds. Tool implemented a seasonal ARIMA model using SQL and SAS with an Excel GUI for marketing to monitor metrics.

Education

- 2014 **PhD**, *Arizona State University*, Industrial Engineering.
Dissertation: Routing and scheduling of electric and alternative-fuel vehicles
- 2009 **Master of Science**, *Worcester Polytechnic Institute*, Applied Mathematics.
- 2007 **Bachelor of Science**, *Worcester Polytechnic Institute*, Mathematical Sciences.

Technical Skills

Strong: F#, R (+Shiny), SQL, MATLAB, Git, Excel, Linux, Python, AWS, Azure.
Familiar: C#, ASP.NET MVC, CPLEX, JavaScript, SAS, Tableau, d3.