

Gloria Edsall

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Data Science & Analytics Executive with 20+ years of experience transforming the data organization into a value engine for the business. Collaborative leader and mentor adept at optimizing enterprise data architecture and analytics practices while building empowered, trust-based teams who drive innovation within a robust resilience framework.

- ◆ **Created Predictive Analytics engine generating ~\$25M in value** at ABC Technology using AI, ML, and NLP to optimize customer retention, contract negotiations, manufacturing, finance, and supply chain operations.
- ◆ **Enabled \$25M in new contract wins and \$14M in business value** by leading Advanced and Predictive Analytics practices at DEF Global.
- ◆ **Drove \$5M in value** by maturing Data Science practices at GHI.

PROFESSIONAL EXPERIENCE

ABC TECHNOLOGY, Anytown, USA (NYSE: ABC) 2019 – Present

Director | Principal Data Scientist, Advanced Analytics & ML Security Engineer

Recruited by VP of Analytics to establish Advanced Analytics & Data Science Practice to drive business value using Big Data and AI/ML solutions. Built and led team of 10 Data Scientists and ML Engineers plus global Project Managers, matrix resources, and business-embedded data science teams. Shaped enterprise data and analytics strategy, data models and pipelines, BI solutions, and technology infrastructure.

- ◆ **Created value engine with build out of AI/ML-based Predictive Analytics framework** and models deployed in AWS Cloud environment.
 - ✓ Captured ~\$25M in value with improved customer retention.
 - ✓ Extended analytics capabilities into supply chain, finance, and more.
 - ✓ Used NLP algorithms to analyze key points and deliver negotiation insights on large contracts.
- ◆ **Drove concept of Manufacturing Analytics** to optimize shop floor, factory maintenance, part/WIP inventory management, and part quality processes.
 - ✓ Designed multi-dimensional image recognition solution to monitor production quality of parts with tight quality tolerances.
 - ✓ Created advanced analytics algorithm that optimized inventory management for manufactured sensors and other crucial parts.
- ◆ **Embedded Cybersecurity and Risk strategy into AI models** and team DNA in collaboration with Data Governance and Security teams for improved InfoSec reviews, threat modeling, penetration testing, and risk mitigation.
- ◆ **Led \$5M+ project portfolio delivery** to modernize data technologies for analytic insights via experimentation, data mining, and predictive learning.

DEF GLOBAL ENGINEERING, Anytown, USA (NASDAQ: DEF) 2017 – 2019

Lead Data Scientist, Advanced & Predictive Analytics

Directed team of Data Scientists in performing core reviews with business functions to design forecasting models and predictive analytics solutions to enable revenue growth, cost savings, quality and performance improvement. Developed models using Bayesian, Gradient Boosting Trees (GBT), ARIMA, and Markov Chain Monte Carlo (MCMC) methods.

- ◆ **Enabled \$25M in new contract wins** using ML and Advanced Analytics to improve penetration with accounts buying DEF parts but purchasing maintenance, implementation, and professional services elsewhere.
- ◆ **Captured \$10M in value/savings** with Supplier Risk Prediction quantitative model; cut supplier risk, improved contract terms and purchasing power.
- ◆ **Attained ~\$4M in value** through predictive modeling and improved forecasting for aftermarket parts shipment and inventory management.

EDUCATION

PhD Candidate, Information Systems (AI & Cybersecurity), BCD University (2024)

Executive Leadership & Digital Transformation Program, Ivy League School (2021)

MS, Data Science & Informatics, EFG University (2019)

MicroMaster's, Data Science & Statistics, Top Tier School

InfoSec, Cybersecurity & Executive Strategy Program, Renowned Research University

BS, Mathematics & Statistics, Top Global University

CREDENTIALS

SSCP-(ISC)², Systems Security Certified Professional

CAP, Certified Analytics Professional

R/Python Certified Data Scientist

AI & Deep Learning Nanodegree

Cisco Certified CyberOps Associate

AWS Certifications – Solution Architect, Security & ML Specialist, Data Analytics, Developer

CompTIA Security+ Certified

Certified TensorFlow 2.0 Associate

US DHS Cybersecurity for Managers Certificate

CORE COMPETENCIES

- ✓ Big Data & BI Solutions
- ✓ Data Architecture
- ✓ Data & Predictive Modeling
- ✓ Advanced Analytics
- ✓ AI, ML & NLP Algorithms
- ✓ Data Visualization & Reporting
- ✓ Business Value Generation
- ✓ Team Building & Leadership

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GHI LTD., Anytown, USA (NYSE: GHI)

2011 – 2017

Data Scientist

Brought in to solve strategic business challenges and uncover opportunities by maturing data science practices, including data mining, modeling, analytics, and reporting. Built ETL processes to ingest and analyze large volumes of distributed structured/unstructured data across SAP ERP, Salesforce CRM, SAP HANA, and other business systems.

- ♦ **Saved \$4M from customer churn and complaint handling costs** with NLP application development and TabPy API to integrate sentiment analysis of CRM complaints, all within Tableau workbook.
- ♦ **Gained ~\$1M in value** by creating Commodity Markets Price Prediction tool in Tableau merging industry, economic, and weather pattern data.
- ♦ **Improved sales, operational performance, and risk management** via data modeling, analytics, and visualization for Finance, Logistics, Trade Desk, Product Pricing, Inventory, and Procurement functions.

JKL, Inc., Anytown, USA (XYZ SUBSIDIARY)

2009 – 2011

Data Architect

Led data modeling and data architecture design, including cellular and recurrent neural networks (CNN/RNN) for this leading global equipment leasing and technology asset management company. Collaborated with software engineering and project management teams using Jira, Confluence, Git, TensorFlow, and Google Cloud.

- ♦ **Led implementation of SAP BI** to enable enterprise data analytics.
- ♦ **Built innovative data models** to deliver predictive analytics spanning multiple time scales and solving sequence-to-sequence problems for various applications, including medical device solution in development.
- ♦ **Deployed robust final model** on a device supporting massively parallel inferences while accounting for memory and FLOPs usage.

MNOP Inc., Anytown, USA (W BRANDS DIVESTITURE)

2003 – 2009

Business Intelligence Architect

Performed business intelligence solution architecture, data model design and implementation, and advanced data analysis. Employed regression analysis, time-series forecasting, Deep Learning and Machine Learning techniques, R, R Shiny, and Hive.

- ♦ **Drove data model automation** via Deep Learning and script development.
- ♦ **Applied optimal analytics practices** to forecast outcomes and provide actionable insights on oil well performance, sensor readings, temperature data, and sales opportunities.

QRS CONSULTING, Anytown, USA (NON BIG-FOUR SUBSIDIARY)

1997 – 2003

SAP Engagement Manager

Led technical team in design and development of analysis systems for enterprise SAP deployments, including SAP ERP and SAP BW. Employed advanced statistical and Machine Learning models to identify performance optimization opportunities. Oversaw coaching, training, and mentoring of customer data science teams.

- ♦ **Designed analytics and data visualization** modules to predict and dashboard device hardware performance metrics.
- ♦ **Developed algorithm** to optimize sales factors and provide website deal recommendations.

MODELS

- ✓ Statistical Modeling
- ✓ Data Governance
- ✓ Cybersecurity Threat Modeling & Penetration Testing
- ✓ Autoregressive Integrated Moving Average (ARIMA) Statistical Modeling
- ✓ Bayesian Modeling
- ✓ Gradient Boosting Tree (GBT) Modeling
- ✓ Markov Chain Monte Carlo (MCMC) Modeling

METHODS & FRAMEWORKS

- ✓ Artificial Intelligence (AI)
- ✓ Machine Learning (ML)
- ✓ Natural Language Processing (NLP)
- ✓ Extract, Transform, Load (ETL) Data Processing
- ✓ Deep Learning
- ✓ Recurrent and Cellular Neural Networks (RNNs / CNNs)
- ✓ Distributed Computing
- ✓ Network Science & Graph Theory
- ✓ Social Media Data Mining
- ✓ Regression Analysis

TECHNICAL SKILLS

- ✓ AWS, Google Cloud
- ✓ SAP HANA, SAP ERP, SAP BW, SAP Business Objects
- ✓ Python, Scikit-learn, NumPy, SciPy, TabPy, pandas, Hive
- ✓ Apache Spark
- ✓ R, R Shiny SQL, ABAP, JavaScript, Keras, TensorFlow
- ✓ Jupyter Notebooks
- ✓ Matplotlib, Bokeh, Altair
- ✓ SAS BI Portal, Tableau
- ✓ Git, Jira, Atlassian Confluence