Simone Vincenzi

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Permanent Resident of the US (EB-1A Green Card)

> 10 years of experience working in machine learning, data science, and computational statistics in cutting-edge research labs and in tech as Individual Contributor, Principal Investigator, and Manager

Education

PhD in Computational Ecology (University of Parma, Italy)

Employment

October 2017 - current: **Senior Machine Learning Research Scientist** for Demand Modeling & Valuation Science at Netflix

June 2011 - August 2017: Senior Research Scientist and Marie-Curie Principal Investigator, Department of Applied Mathematics and Statistics, University of California, Santa Cruz

Research

50 papers published in top biological and computational peer-reviewed journals (simonevincenzi.com/publications/)

Principal Investigator of a 3-year (Jan 2013- Dec 2015) Marie Curie Fellowship of the European Research Agency. **Manager of 8 lab technicians and scientists involved in the Marie Curie project**

Invited to present **at some of the top US and foreign Universities**, such as: UC Berkeley, Stanford, UC Santa Cruz, University of Buenos Aires, Pontificia Universidad Católica de Chile

Main projects in industry

@Netflix as Project Leader for post-launch predictions – The projects described below are all end-to-end analyses that included data collection and requirements specification, data processing and modeling, post-modeling analyses, deliverables (memos, reports) and internal presentations to business and science departments

Random-effects non-linear model that predicts n-week cumulative viewership of TV-shows within 1% of target in validation data sets three days after launch. Viewership trajectories are in title launch reports viewed daily by > 2,000 Netflix employees. **Predictions of cumulative viewership also provide support for the allocation of marketing assets**

Log-linear models and Random Forests that predict viewership targets for each title at Netflix in order to reach economic efficiency. Viewership targets translate machine-learning analyses in business recommendations that **support early decisions on renewals of TV-shows**

Bayesian Generalized Additive Models and Random Forests that predict the lifetime economic efficiency of TV-shows at ten days after launch. Predictions of lifetime efficiency are **the backbone of the Netflix internal recommendation system for renewal of TV-shows**

Skills

R, SQL, Python for data wrangling, development and fitting of **statistical** (linear models, multivariate analysis, stochastic models) and **machine learning models** (supervised and unsupervised algorithms) **on small to large datasets**, parallel computing, **A/B testing**, scenario analyses, and visualizations

Excellent verbal and written communication, as demonstrated by tens of seminar, talks, and peer-reviewed papers in top journals.