

Fernando Martel Garcia

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Professional Summary

Entrepreneur, Ph.D. scientist, and Fortune 500 Technical Product Manager and Data Science leader (Microsoft, Marriott, Nike). I combine the business, technical, and execution expertise needed to transform data and analytics into better business outcomes.

Professional Experience

Independent Consultant, Causal Inference & Experimentation

Future of Science Consulting, Feb 2025 – Present

- Won World Bank contract joint with NYU faculty (award May 2025) for an LLM-powered systematic review and meta-analysis of private-sector A/B testing programs.

Principal Data Scientist, Windows Data

Microsoft Inc., Aug 2023 – Jan 2025

- Led enterprise-wide, backlog prioritization framework for Windows, enabling USD ROI ranking of all features. Endorsed by the CVP. Achieved 100% of my OKRs (peer median 66%).
- Led Windows business model innovation effort, identifying opportunities to 2x annual revenue over five years (\$20B+). Secured buy-in from Planning for piloting.
- Influenced customer retention strategy for 500M+ Windows 10 devices. Resulted in adoption of data-driven OKRs and lift measurement frameworks for evaluating retention initiatives.

Principal Data and Applied Sciences Manager, Windows Engineering

Microsoft Inc., Dec 2020 – Jul 2023

- Designed and led Microsoft's first-ever enterprise-scale experiment measuring the lift of a full OS release, coordinating 38-person v-team across eight orgs. Informed C-suite decisions.
- Initiated, designed, and led the first randomized controlled trial (RCT) to measure the lift of personalized recommendations in Windows Start Menu. Improved CTR by more than 50%.
- Championed agile ROB, experiment design checklists, and intake processes. Achieved 150% of experimentation goal, contributing to team Thrive Score eight points above data org.

Director of Marketplace Analytics

Marriott International Inc., Jul 2019 – Dec 2020

- Spearheaded cross-channel marketing analytics and measurement strategies for new digital partnerships (Uber, Rewards Network), enabling real-time campaign performance tracking.

- Evangelized machine learning-driven customer segmentation and acquisition for Homes & Villas. Resulted in a new marketing partnership, and additional resource commitments.
- Implemented lean startup innovation framework for Travel Marketplace apps, accelerating data-driven marketing experimentation and feedback loops.

Director of Product Management, Advanced Analytics and Machine Learning

Nike Inc., Oct 2018 – Jun 2019

- Built machine learning infrastructure and new demand signals, projected to yield \$100 - \$300M in additional revenue through improved forecasts and demand planning.
- Persuaded a 1,500 strong demand planning org to begin adopting machine learning, and automation. Rated highly successful in leadership skills.
- Hired and led product team, created agile ROB, and built roadmap for forecasting observability tools to support \$10B+ in annual purchases.

Technical Founder

Cambridge Social Science Decision Lab Inc., Oct 2013 – Apr 2018

- Raised \$2M seed round and led development of a Test & Learn SaaS platform for business users, enabling *offline* A/B testing and simplified campaign lift measurement.

Research Fellow

Harvard T.H. Chan School of Public Health, Sep 2010 – Feb 2013

- Led the introduction of applied game theory and causal inference to flagship doctoral seminar on health systems reform. Resulted in a Lecturer job offer (declined).

Economist

The World Bank Group, Nov 1999 – Aug 2006

- Implemented state-of-the-art automated data systems and time series forecasting models for risk committee. Resulted in more detailed, timely, and frequent reports, with a smaller team.

Education

- **Ph.D. Political Methodology**, New York University, 2010. **Completed in 4 years.**
- **M.A. International Economics**, Johns Hopkins University. **Distinction.**
- **B.A. Politics, Philosophy and Economics**, University of Oxford.

Skills & Competencies

- **Product Strategy & Execution:** Lean Startup, Digital Transformation, Product Roadmaps, Growth Hacking, Business Model Innovation, Scrum, Objectives and Key Results (OKR), Cross-functional Communication.
- **Technical Skills:** Causal inference, Econometrics, A/B Testing, Time Series Forecasting, CRISP-DM, Machine Learning, Funnel Analytics, Segmentation, Campaign Attribution, Cross-Channel Reporting, Generative AI with LLMs (Coursera certificate), Meta-Analysis.
- **Scientific computing:** R, Python, Stata, EViews, Stan, Aremos, Git, AWS, SageMaker AI, SQL, NetLogo.