

Fernando Martel García

Contact Details

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Other:     

Professional Experience

Microsoft Inc.

Principal Data And Applied Sciences Manager, Windows, Developers, and Experiences Engineering, 2021–to date

- Leveraging data and analytics to help one billion plus Windows users accomplish more everyday.

Marriott International Inc.

Director of Marketplace Analytics, 2019–2020

- Evangelized machine learning, goal setting (OKRs), and customer discovery frameworks to internal startups, resulting in the adoption of a more analytical process, greater resource commitments, and more targeted marketing campaigns.

Nike Inc.

Director of Product Management, Advanced Analytics and Machine Learning, 2018–2019

- Servant leader for the “Demand Sensing Transformational Initiative”, the most important initiative in Nike Inc.’s digital transformation. Rated highly successful in leadership skills in a highly matrixed organization.

Cambridge Social Science Decision Lab Inc.

Technical Founder, 2013–2018

- Built “automated statistician” enterprise software so business users of all skill levels can measure the lift of new initiatives using *offline* A/B tests.

Harvard T.H. Chan School of Public Health

Research Fellow, Department of Global Health and Population, 2011–2012

- 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).

World Bank Group

Staff Economist, Development Economics Prospects Group, 1999–2006

Education

Ph.D. Political Methodology (causal inference), New York University, 2010. **Completed in 4 years.**

M.A. International Economics, Johns Hopkins University, 1999. **Graduated with distinction.**

B.A. Politics, Philosophy and Economics, Oxford University, 1996

Skills

Data Science: R (Tidyverse), Python 3 (Pandas, Seaborn, Matplotlib, StatsModels, SciKit-Learn), STATA, MATA, EViews, Stan, SQL (basic), NetLogo (basic), Git, LaTeX, vscode, TargetProcess, JIRA, Confluence, XMind.