

# Romy Elena Rodríguez-Ravines PhD

Advanced Analytics Technical Expert.  
Business Consultant and Lecturer



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Spanish, English, Portuguese

## About Me

I am passionate about the **application of data science to the industry**. I believe that strong technical foundation and extensive consulting experience are key ingredients in extracting and monetizing the value of data.

I have over 20 years of experience in Business Consulting based on **Advanced Analytics**. I work on projects and products that **transform data into actionable knowledge** for decision-making. I have developed E2E solutions for multinational corporations in multiple business areas. My fields of expertise include Machine Learning, Artificial Intelligence, Business Intelligence, Econometrics and Bayesian Statistics. I have experience in leading highly performant, multidisciplinary and multicultural teams. I'm Dr.Sc. in Statistics, author of articles in scientific journals. I collaborate with some Universities and Business Schools.

Self-motivated, fast and self-learner, creative thinking and good communications skills are part of my professional profile.

## Education

- 2003–2006 **Doctor of Philosophy, Statistics**  
UFRJ. Rio de Janeiro, Brazil
- 2001–2003 **Master's Degree, Statistics**  
UFRJ. Rio de Janeiro, Brazil
- 1994–1997 **Master's Degree, Systems Engineering**  
UNI. Lima, Peru
- 1989–1994 **Bachelor's Degree, Statistics**  
UNALM. Lima, Peru

## Highlights

### Articles in

Computers & Operations Research (2014), PLOS Neglected Tropical Diseases (2014, 2008), Computational Statistics (2013), Climate Research (2009), Journal of Hydrology (2008), Applied Stochastic Models to Business and Industry (2006)

### Examples of Communications (in Spanish)

- Big Data to Action 2018: "¿Qué es Big Data? Le preguntamos a Twitter"
- Smart Data Summit 2018: "In-Scoring, Machine Learning y Big Data al servicio de la Puntuación Inteligente"
- MSMK 2019: "Mirar hacia atrás para impulsar el futuro. Análítica Avanzada y Previsión de Demanda"

### Personal Skills

Effective communication to both technical and non-technical audiences about data-driven processes. Analytical Thinker. Strong technical foundation. Experience in recruiting and managing analytical talent. Self-motivated. Good organisational, influencing, interpersonal, and programming skills.

## Work Experience

### Spain

**DeNexus** 03/2021 – Now (FT)

#### Head of Research and Modeling Strategies

Cyber Risk quantification, Loss Exposure, Accumulation, Cyber Catastrophe

### Avanade

09/2019 – 06/2020 (FT)

#### Group Manager of Advanced Analytics

Knowledge Mining, Documents Classification, ML Industrialisation (MLOPs), CDP | Azure ML Services, Cognitive Services (AI), Databricks, D365 Customer Insights | Insurance, Energy, Industry innovation.

### Innova-tsn

10/2017 – 08/2019 (FT)

#### Senior Manager of Advanced Analytics

Voice of Customer, NPS, CEX, EEX, Sales, Demand, Audience in TV, Customer Churn, Document & Text Analytic, Diagnosing and monitoring predictive models, Recommendation Systems | Topic Modelling, Sentiment Analysis, Demand Forecasting, Classification algorithms, ML, Statistics | Airline Transportation, Banking, Media, Pharma, Training.

### Bayes Forecast

02/2008 – 09/2017 (FT)

#### Chief Knowledge Officer

Marketing Mix Models, Behavioural Segmentation, Demand for new products, Cost-predictive models, Customer churn, Propensity to complain, Risk of default, Credit card fraud, Debt collection, Cross-selling activities | Time Series, Dynamic Models, Hierarchical Models, Bayesian Inference | Banking, FMCG, Media, Retail, Teleco, Technology, Transport, Security.

## Universities & Business Schools

06/2014 – Now (PT)

### Guest Lecturer

- Nebrija University. BD in Economics and International Business (EN)
- Carlos III University (UC3M). Master in Statistics for Data Science (EN)
- Rey Juan Carlos University (URJC). Master in Data Science
- CIFF Business School. Master in Big Data and Business Analytics
- EAE Business School. Master in BI and Technology Innovation

Data Science, Predictive Analytics, Dynamic Bayesian Models, Econometrics, Statistics.

### Brazil

## Oswaldo Cruz Foundation

01/2004 – 12/2007 (PT)

### Researcher

- National School of Public Health (ENSP)
  - Programa de Mudanças Ambientais Globais e Saúde (PMAGS).
- Public Health, Climate Change, Epidemiology, Postdoctoral researcher | IPCC.

### Peru

## International Institutions

01/2001 – 12/2007 (PT)

### Short-term Consultant

- United Nations (FAO, UNDP), BID, World Bank, EU-AN Cooperation Project on Statistics (ANDESTAD).
- National Institute of Statistics (INEI), Ministry of Agriculture (SENASA), Ministry of Education (MINED).

Poverty Measurements, Social Indicators, Small Area Estimators, Public Health, Living Conditions Surveys, HDI | Quantitative Methods, Econometrics, Multivariate Analysis.