

Jeffrey J. Wu

Experience
Carbonite

Enterprise Data Strategy

Manager – Boston, Massachusetts

carbonite.com

Feb. 2019 – Present

Data visionary and responsible for creating the framework for Carbonite's first Enterprise Data / Data Office. The group's mission is to lay the foundations for enterprise data governance, introduce source to reporting data quality improvements, and promote the advancement of a data driver culture across the enterprise. For 2019, this effort focused internally on doing a comprehensive audit of all data systems, identifying key challenges, and proposing solutions for implementation in 2020. These responsibilities were in addition to Managing the Advanced Analytics team.

Advanced Analytics

Manager – Boston, Massachusetts

Apr. 2018 – Present

Managed a team of data scientist with a wide-ranging skillset. This team is an internal consulting team for the entire enterprise. Responsibilities include working closely with various teams to identify critical business questions and formulate them into analytical questions; managing projects workflows for the team; communicating results and deliverables to non-technical audiences. Worked closely with management for budgeting, hiring decisions across the broader team, and conflict resolution.

Simultaneously held Project Management responsibilities for business-critical projects:

- **Switching Data Sources** – A line of business changed backend systems that handled \$100M+ of business but severely underestimated the challenges of merging disparate data models. Took over formal management of the data engineering team and blazed a path to successfully meet the launch date requirements on time.
- **Overhauling Operational Data Store System** – A poorly implemented, but key, ODS was in a state of disrepair and nearly abandoned. Worked cross functionality to form a team to bring the ODS back into a healthy state, effectively rewriting the whole system while maintaining existing processes. The system eventually became an actively managed, backbone service for far greater amounts of operational enterprise data.
- **Rollout of New SaaS Metrics** – Researched, prototyped, and presented business case for new enterprise level metrics. This multi-year effort culminated into a major project to overhaul business tracking across the organization and institute a new North Star metric for the company.

Senior Data Scientist – Boston, Massachusetts

Oct. 2014 – Apr. 2018

Founding member of Advanced Analytics team; responsible for bringing a new level of business insight that was out of reach before. Involved in extensive overhaul of the analytical capabilities across the company, instilling a higher level of confidence in reporting and analysis. Work closely with Business Intelligence and Infrastructure, providing feedback, recommendations, and improvements to unlock new insights quickly and efficiently. Trained the entire analytics department in Tableau. Advise our customers how to formulate hypotheses, test, and analyze the results with predefined, easy to understand, actionable metrics. We continue to bring new "big data" capabilities from modeling, customer segmentation, network analysis, streaming analysis, machine learning, and data mining to name a few. Responsibilities have expanded to include leading high-profile analysis projects, being tapped to answer business questions that have eluded others. Single handedly built the team's Azure analytical environment, including machine learning studio.

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Experience

The Foodery

Technology, Marketing & Analysis

Vice President – Boston, Massachusetts

fooderyboston.com

Jun. 2015 – May 2018

Responsible for laying the foundational technology and analytical systems. Major projects include an end to end evaluation, redesign, and overhaul of backend systems – unlocking significant cost savings while supporting surging growth simultaneously. Designing, engineering, and launching data analysis systems, including an early iteration of a data warehouse, and spearheaded deep data analysis to immediately unlock business value and impact key business decisions. Establishing the framework and data model of The Foodery’s marketing platform for a fully scalable backend infrastructure. Vendor and new hire screening in regards to anything impacting their technology and marketing systems.

Turbine /WB Games

Digital Analytics

Senior Statistical Analyst – Needham, Massachusetts

turbine.com

Aug. 2012 – Oct. 2014

Member of the Digital Analytics team responsible for providing analytical insight for multiple Warner Brother's Digital Games. Work experience covered a wide breath of topics including: data mining player behavior; text mining for player sentiment; introduction, development, and peer review of predictive models; research, design, and assistance in building an analytical platform; creation of a user test lab - designing user tests and analysis; managing, designing, and analyzing customer surveys; development, review, and consultation for data models to unlock meaningful metrics and support deeper analytical investigations; development of highly informative dashboards monitoring engagement, monetization, acquisition, and retention.

The Hartford

Advanced Analytics & Prototyping (ADAPT)

Senior Consultant Research – Cambridge, Massachusetts

thehartford.com

Apr. 2012 – Aug. 2012

Managing a small group of members within the Advance Analytics Team. Responsible for developing innovative applications and proprietary research for the Property and Casualty division and Life division. Work includes utilizing variety of cutting-edge techniques across a variety of projects including web analytics, telematics, and data mining. Providing high quality analysis and review documents for senior business leaders.

Senior Research Analyst – Cambridge, Massachusetts

Sept. 2010 – Apr. 2012

Quickly learned then utilized a variety of mathematical/statistical programs in a short period of time substantially reducing the time between ideas on paper to proof of concept. Created and taught internal training classes on the programs. Team member responsible for developing innovative applications and proprietary research for the P&C division. Strong organizational skills. Developed and solely managed entire P&C research department’s SharePoint site. Work includes advanced pricing optimization, spatial analysis, and predictive modeling.

Actuarial Analyst – Simsbury, Connecticut

Sept. 2009 – Sept. 2010

With minimal guidance, tasked with creating and developing first generation proprietary predictive risk profiling model, formulating the underlying data to generating the predictive model. Provided high quality detailed documents and presentations to business leaders explaining the need and how the need was met. Assisted information technology in programming models into production systems.

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Proficiencies

Statistical Programs: Mathematica; SAS; SAS EG; CART; ArcGIS; R; Weka; EMB Emblem; RADAR
Azure Cloud: SQL Database, SQL Data Warehouse, Data Factory, Machine Learning Studio
BI Tools: Tableau; Tableau Server; Toad for Data Analyst; MS Visual Studio, SSMS
Databases: PostgreSQL; Oracle; MS SQL Server; MySQL; Vertica; Redshift
Languages: VB.NET/VBA; C++; experience with Java, Python, Spark
End User Programs: Confluence, JIRA, MS Planner, MS SharePoint; MS Office
Certifications: SAS Base Programmer for SAS 9 (2011)

Education

Passed Actuarial Exams 1/P, 2/FM, 4/C
BA in Applied Mathematics – Actuarial Science emphasis
University of California, Berkeley

2009

Awards

2016 – Jedi Award (highest peer award), *Carbonite*
2015 – Spot Award for Outstanding Performance, *Carbonite*
2012 – Teamwork Applause Award, *The Hartford*
2010 – Teamwork Bravo Award, *The Hartford*
2010 – Above and Beyond Bravo Award, *The Hartford*
2009 – Manager on the Spot Award in Excellence, *The Hartford*
2007 – Inducted, National Residence Hall Honorary UC Berkeley – Golden Bear Chapter
2004 – Attained the rank of Eagle Scout

Miscellaneous

Over nine years of experience managing multiple rental properties.
Strength training enthusiast, helping coach friends in introductory level techniques.

References available upon request.