

ADAM D. OWENS

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EXPERIENCE

Vault Economics

Startup Consultant/Founder

New York, NY
November 2014 – Present

- Consultancy focused on agile data science R&D in finance and marketing
- Methodology: Obtain market-efficient product economics by optimizing cost, time-to-consumption, and product personality

ARC

Machine Learning Engineer

New York, NY
November 2016-Present

- ♦ Implement a machine learning algorithm to classify gun movements from accelerometer data
- ♦ Guide the technical team in building and implementing the prototype

Labsense—Parking Payment Startup

Data Scientist

New York, NY
August 2016-Present

- ♦ Working with the engineering team to implement shortest distance and recommendation algorithms in parking payment app

Priceline.com

Marketing Analytics

Norwalk, CT
August-December 2015

- Guided the 2 engineers and 3 marketing team members in ideation, timeline, testing, and delivery of AdWords bidding product
- Implemented a new bidding algorithm for Google, Yahoo, and Bing search engine marketing (SEM) managing over 600 million keywords
- Incorporated new area-level data for better clustering and bid price predictions
- Built t-test significance testing tool for Priceline's A/B testing
- Analyzed competitor strategies, SEM operational efficiency, new product testing, and optimization of marketing keyword campaigns
- Techniques used: multivariate regressions, MARS, XGB, H-clusters, and K-means using SQL, Python, and R

Crewspark—Data Engineering Startup

Director of Business Strategy

New York, NY
February 2015 – August 2015

- Analyzed strategic product placement in the Big Data industry and implemented a product roadmap to achieve the MVP
- Led UX/UI and product viability studies
- Worked with the engineering team in Agile development
- Implemented a Niche Strategy with Competitive Elements to create pipeline and rules platform for data engineers
- Wrote the investor presentation, business plan and pitch decks, financials, company valuation and capital raising strategy

Wells Fargo Securities

Investment Banking Analyst

Charlotte, NC
January 2010 – July 2014

- Worked in Investment Grade Loan Syndications and Debt Private Placements (Leveraged Finance)
- Analyzed risks, market environment, macroeconomics, credit profile, and pro-forma financial projections of debt and equity investment
- Performed financial modeling including DCF, CAPM, WACC, and comps valuation
- Expert level capability with Bloomberg, Office, CapIQ, and Thomas Reuters

Center for Strategic Studies at the University of Jordan

Research Assistant—International Political Economy

Amman, Jordan
Summer 2006

- Researched the impact of the Israeli-Palestinian on the Jordanian economy and progress of the Barcelona Accords on the MENA region
- Prepared English reports for the international community and provided data for Arabic reports sent to the Jordanian government

EDUCATION

Columbia University in the City of New York

Certificate in Intelligent Systems & Masters in Computer Science, Machine Learning (part-time)

New York, NY
Expected Graduation in December 2017

- Current coursework: Machine Learning, Big Data Analytics, Artificial Intelligence, Natural Language Processing

Brigham Young University

Bachelor of Arts in Economics

Provo, UT
December 2009

- Minor: Middle Eastern Studies, Political Science
- Americorps Scholarship for 2006-2009 and BYU Academic Scholarship for 2005-2008

New York Data Science Academy

Data Science Fellow

New York, NY
January – April 2016

- Tech Stack: R, Python, Shiny, Spark, Hive, SQL, Hadoop, AWS, Oracle DB
- Techniques: Linear/Lasso/Ridge regressions, Naïve Bayes, Random Forests, Decision Trees, Gradient Boosting, H-Clusters, K-Means, SVMs, Principal Components Analysis, Neural Networks, Natural Language Processing

VOLUNTEER ACTIVITIES

Community Outreach Day

BYU Service Program Director

Provo, UT
September 2005 – January 2009

- Orchestrated 20 service projects with over 850 volunteers

The Church of Jesus Christ of Latter-day Saints

Missionary—Director

Valencia, Venezuela
November 2002 – November 2004

SKILLS AND INTERESTS

- Fluency in Spanish and proficiency in Arabic
- Mountaineering—I summited the ~18,000 foot Yanapaccha Mountain in Peru
- I enjoy snowboarding, mountain biking, most ball sports, Middle East Travel and discovering fantastic hole-in-the-wall restaurants