

## Personal information

Name  
Contacts

## Data Scientist - Product Owner

**Giovanni Marelli**

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## Short description

Fields

Hands-on experience in building data products, data monetization and customer projects with focus in statistical analysis, prediction/forecasting, algorithm design, machine learning, data/text mining.

Skills

Specialist in optimization problems, productization of machine learning, personas segmentation and conversion uplift. Over ten years of coding experience in data processing/visualization, cloud/grid computing, web architecture, warehousing, ETL, front/back end interfaces.

Personal

Developer by nature on economical self sustainable projects, curious about innovation, new business models and collaborative working. Passionate about music and hand crafting, good knowledge of international languages and long coaching experience.

## Work experience



09/20-03/20 **Cohort member @ entrepreneur first** Berlin  
Designing a new venture in the space of traceability in supply chain, logistic optimization and micro handover.



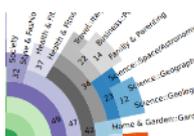
09/19-04/20 **AI lead/mobility @ circ/bird (acquired)** Berlin  
Developing a full stack (micro service based) solution for fleet dispatch. The engine defines the most profitable task assignments for the capable agents on the field. Demand forecast and customer patterns.



10/17-09/19 **Sr DS/mobility @ motionlogic/De Telekom (closed)** Berlin  
Interpreting mobile data of over 30M users and their mean of transportation, *product owner* for origin destination matrices, responsible for customer deliveries [car traffic, advertising, real estate pricing, commuter patterns]. *Mentor* for machine learning and insight highlights.



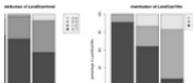
01/16-10/17 **Sr DS/advertising @ Mediamond/Mediaset** Milan  
Data driven advertising via audience segmentation on a large cross device media network. *Responsible* for target quality and performance, inventory forecast, modeling, data visualization, and business intelligence. *Tech consultant* for user profiling built from web logs, CRM data, second party enrichment, semantic engines, and SEO keywording.



10/14-01/16 **Data scientist/e-commerce @ e-dynamics/Lufthansa** Frankfurt  
Data driven segmentation of price and ancillary teasers on lufthansa.com. Campaign design, tracking, revenue calculation, reporting and tool concept development. Owner of over 30 A/B tests with 7 digits revenue uplift.



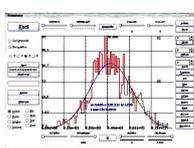
10/13-10/14 **Data consultant / ERP & BI @ dauvi** Brescia  
Advising SMEs to organize and collect data in their companies, installing cloud based ERP/CRM systems. Setting a geo based rural portal to connect professionals.



02/13-06/13 **Data analyst @ NGOs in Njombe** Tanzania  
Control on production flow in a milk factory, livelihoods of a rural population pre-electrification, database for patient data handling.



06/09-01/13 **Research assistant @ uni-Göttingen** Göttingen  
Developing a parallel high performance c++ suite for Monte Carlo and Molecular Dynamics simulations, OpenGL 3D visualization, ETL, data visualization and reporting for biological oriented questions. *Publications*: Influenza Fusion, String Method, Pore Formation.



04/07-07/08 **Programmer intern @ uni-Padova** Padova  
Tool for analyzing and visualizing the statistical properties of random telegraph signals. C++ implementation of the fortran simulation code for the solid state department.

