

SCOTT SOKOLOFF

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CHIEF DATA & OPERATIONS EXECUTIVE

A performance focused executive. Created over \$2B in value for high-profile international corporations (Groupon, Domino's, Microsoft, Capital One) by providing insightful analysis and strategic decision making. Propelled company efforts through expert data governance, project management, and human capital leadership.

A forward-looking strategist. Executes cutting edge data strategies to create and utilize insights aligning with company goals. Ensures education and complete end-to-end implementation of data analytics tools and systems. Fosters human-centric, data-focused corporate cultures to make sound, evidence-driven decisions.

A natural leader who exceeds expectations. Guides cross functional teams in setting aggressive goals and hitting operational objectives. Excels in human capital development by building up KPI oriented teams and mentoring talent towards becoming leaders.

Data & Market Analytics
Data Strategy
Business Intelligence
Operations Management
Human Capital Management
Revenue Maximization
Data Insights & Warehousing
Leadership Development
Project Management
Financial & ROI Analysis
Data Governance
Forecasting & Data Mining

CAREER HIGHLIGHTS

- Developed Data talent that now directly or indirectly accounts for the management of over 1,000 individuals.
- Realized 30% decrease in Operating Expenses spend while increasing KPIs for a social media division of top-3 technology brand by understanding user growth lifecycle, limiting unused features, and ensuring that messages were only sent to working numbers.
- Facilitated substantial growth and cost savings for Domino's Pizza by establishing a data science organization that immediately delivered effective data-driven strategies and lead to sustained business growth.
- Played an integral role in increasing market expansion efficiencies by 200% via developing predictive models.
- Enabled OrderUp to leverage data in daily decisions by creating a corporate self-service, data mentality via implementing true user accessible BI systems, and establishing data standards in first than 60 days.

PROFESSIONAL HISTORY

Newsela ▪ New York, New York 2017 – 2020

Chief Data Officer

Oversees centralization of all data & analytical efforts developing data driven culture and decision making. Partnering with other Executives to quantify and prioritize across strategic initiatives. Internally developing more that 50% of Data department heads from the internal talent pool.

- Increased Customer Satisfaction Score (CSAT) among key stakeholders and raised satisfaction among individual contributors by implementing Agile practices that rationalized resources and ensured data resources were devoted to high-value projects.
- Implemented Machine Learning based scoring & recommendation algorithms that leveraged NLP that increased the efficiency of the sales team by more than 500%. This was done by applying user and institution level data to understand budget cycles, growing viral coefficients and optimal timing to reach out to decision maker.
- Drove content consumption by more than 50%, leading to a corresponding increase in overall usage by leveraging NLP to gain an understanding what topical concepts were relevant to which users and when they'd be most receptive to specific topical marking.
- Crafted & deployed data strategy based on a single centralized cloud based data hub that served as both data lake, data warehouse and virtually all data marts. This simplified technical and business processes allowing all employees to access Business Intelligence tools such as Looker and those with minimal techies skills to leverage a Data Science work bench via Jupyter Notebooks. This access helped drive data-driven outcomes and a shift to data first processes.
- Setup Data infrastructure in Redshift Spectrum and then migrated to Snowflake
- Drove change in R&D CAPEX process to comply with accounting standards and enhance forward looking P&L

Tools & Environment Included

Spark, Hadoop, EMR, Airflow, Luigi, Looker, Redshift, Spectrum, Athena, Jupyter, DataFrames, Ensemble Models, Word2vec, Doc2vec, Bayesian Networks, Support Vectors Machines, Tokenization, Sentiment Analysis, Latent Semantic Indexing, Matrix Factorization, Syntax Matrix, Chunking, Javascript, Salesforce, Fivetran, Kinesis, Elastic Search, Airflow

Groupon ■ New York, New York 2015 – 2017

Chief Data Officer - OrderUp

Provided vision and strategy for all data/information management activities, including operations, computational marketing, and delivery logistics. Partnered with senior leaders to address business needs and implement operational tactics ensuring adherence to established goals. Assembled teams of internal experts to obtain solutions and identify areas for technical advancements.

- Facilitated rapid growth, increased business process utilization, reduced system downtime by 50% and slashed fixed cost allocations by 20% while also increasing customer lifetime values. This was accomplished through creating Machine Learning based driver routing algorithms that's currently patent patent and allowing AI to handle first level customer service requests. These algorithms understand the incremental value being gained by 3rd party data services, reducing the human capital needed to sustain the services and understanding the relationship between customer service times and frequency of futures interactions.
- Led development and implementation of systems that automated processes and streamlined user reporting .
- Reduced long-term staffing needs by 25%+ by identifying automation opportunities and implementing artificial intelligence solutions.
- Expedited time-to-market for quality solutions by creating python based "Test & Learn Harness" system that integrated with Looker BI platform via Luigi ETL system delivering critical infrastructure for testing multiple hypotheses at any given time.
- Initiated positive change & accountability across all areas of the company via developing functional-specific KPIs.

Tools & Environment Included

Redshift, Luigi, Looker, Panda, Teradata, Hadoop, Spark, Tableau, Microstrategy, Python, Ensemble Models, Neural Networks, Random Forrest, Word2vec, Bagging, Random Forrest, IBM Cognos

TE Connectivity ■ New York, New York 2013 – 2015

Head of Data Science

Directed daily operations and data science strategy of global advanced analytics teams for Fortune 250 firm. Facilitated technology transformation to modern data solutions, such as Hadoop. Controlled \$40M budget. Executed analytic projects. Trained and mentored 100+ staff. Selected to participate in corporate initiatives and speak at various conferences.

- Spearheaded fortune 250 global coordination for their big data effort and deployed hybrid Hadoop strategy by leading a global cross function effort that managed to resolved a multitude of business and technical issues including tramping data faster than the internet would allow.
- Guided team in boosting entire data storage capacity by 10%; integrated 1,000+ data silos into a single ecosystem to facilitate 90%+ reduction in data storage costs and time required to access data by moving from on premises data stores to a hybrid systems that integrated both on premises and cloud storage into a single unified system.
- Increased sales force efficiency by 70% via implementing software tools and process changes. This was accomplished by creating mobile first business intelligence tools in concert with sales agents to help power insights about customers while on site with their facility to help drive significant upset in the distributor channel.
- Established reputation as data analytics expert; invited to speak at conferences and universities regarding development of advanced analytics teams and implementation of related corporate culture change.
- Contributed to lowering inventory, reducing lead time for parts manufacturing, decreasing manufacturing costs, and expediting delivery by ensuring accurate forecasts. This was accomplished by combining SPC (statistical process control) with econometric modeling and ARIMA statistics techniques to ensure that shifts in inventory and production was based on actual vs virtual future demand.

Tools & Environment Included

Oracle, Hadoop, SAP Hana, Python, Microstrategy, SAP business Objects, Talend, Python, Pig, Spark, Hive, Cloudera Impala, Microsoft BI, ARMIA, SPC

Soko Creative (DBA Solved By Data) ■ New York, New York 2011 – 2013

President

Consulting firm. Founded, oversaw day-to-day operations of, and acted as primary contact for all new client engagements. Developed data insights as internal core competency for clients. Built client data insights infrastructures. Managed P&L and HR functions. Established team of

content-specific experts as thought leaders. Representative clients include Microsoft, Skype, Forbes Media, Haute Athletics, GroupMe, PayPerks, Freelancer's Union, HMR, Inc., and TLC Oxygen.

- Delivered presentation to University of Pennsylvania on subjects such as big data, data science, and analytics.
- Doubled revenue & reduced total costs by 25% for healthcare practice through developing systems to track all operational metrics.
- Enabled health insurance provider partnership with the Department of Labor by creating strategic insights and redefining analytical processes at Regional Federal Reserve Bank.
- Drove optimal location placement by building predictive geo-spatial system for restaurant chain's stores to gain competitive edge.
- Enabled major brands to optimize their creatives and ad placements for television, digital, and print marketing campaigns through crafting an adaptive media mix solution.
- Identified methodology to calculate viral-coefficients in social platform to manufacture exponential growth.

Domino's Pizza Corporation ▪ Ann Arbor, Michigan 2009 – 2011

Head of Data Insights

Orchestrated creation of Data Insights (Data Science) department from the ground up and identified world-class talent to establish enterprise-wide, data-driven strategy. Led team of economists, statisticians, and analysts in coordinating advanced analytic concepts.

- Achieved up to 5% system-wide sales increase and substantially lowered cost basis by leveraging Data Science techniques to identify inefficient in store-level operations. Resolved significant loss in sales through application of cloud engineering techniques.
- Reduced sales forecasting errors by 50%+ through developing computational model based on economic principles and deploying on a localized level.
- Led company-wide strategic initiative to quantify real estate value and determine opportunities for future development that's still in use more than a decade later.
- Managed web analytics for website ranked top 5 nationwide in transaction volume; transformed web-centric measurements to focus on customer experience and total company profits by incorporating offline activities.

EARLY CAREER

Burger King Corporation ▪ Marketing & BI Strategist
First Annapolis Consulting ▪ Financial Consultant
Capital One—Small Business Solutions ▪ Business Analyst
Various Companies ▪ Mentor/Advisor
US House of Representatives ▪ Head Page/Overseer
Town Stages (501c3) ▪ Board Member

EDUCATION

Master of Business Administration: University of Florida
Bachelor of Arts, Mathematics: University of Pennsylvania

PUBLIC SPEAKING

Tech Talk: Careers & Data University of Pennsylvania
Guest Lecturer Georgia Institute of Technology
Guest Lecturer University of Michigan Ross School of Business
Keynote Speaker Leadership In Big Data & Analytics Forum
Keynote Speaker Predictive Analytics & Business Insights Conference
Speaker Strata Conference
Speaker Chief Data Officer's Summit
Speaker Big Data Innovation Summit
Speaker Predictive Analytics Summit
Speaker The Future of Digital Marketing Conference

PRESS

"Rethinking The Role of Data Officer" Forbes
"A High Tech Approach To Financial Literacy" Wealth Management
"OrderUp Takes 39 Minutes To Deliver Food. Here's How It Plans To Get Faster" Baltimore Business Journal
"Analytics Execs Reveal How To Hire Data Scientists" Business Intelligence Info
"Data & Information Governance: What Is The Difference" Information Governance Initiative
"Get Out And Learn Something - The Value of Technical Conferences" KDNuggets

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