

Gregory Loftus

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EXPERIENCE

ownerIQ

Boston, MA

Data Science Team Lead

March 2017 - March 2019

- **Customer Modeling:** Designed and built custom large scale machine learning platform for user-centric data modeling on thousands of customer features. Stream-lined purchasing behavior prediction and user story creation for on and off platform consumption.
- **User Identity Graph:** Created identity inference algorithms for cross device matching on user graph database of user web browsing behavior.
- **Data Science Leadership:** Supervised team of three Data Scientists in their day to day work and long term research project planning. Managed interfacing with other teams across platform.

Senior Data Scientist

Sept 2016 - Feb 2017

- **Business Inference Engine:** Designed and built featureful web application for access to campaign configuration and delivery data. Analysed time series data to predict future inventory and allocate funds accordingly. Tool was used broadly across all delivery teams on daily basis.
- **Data Science Platform:** Standardized Python and R dependencies across development and production environments. Wrote shared libraries leveraging reusable patterns to increase productivity. Implemented continuous A/B testing framework of ML model releases.
- **Analytics Resource Center:** Built and curated comprehensive wiki for training and documentation across technical teams within the organization.

Data Scientist

May 2012 - Sept 2016

- **Ad Performance Optimization:** Designed and built production machine learning platform to support data driven ad purchasing algorithms. Managed data pipelines for feature engineering and model building to supported predictive targeting across hundreds of advertisers via logistic regression, web scraping/NLP, associated rule learning, and neural network machine learning models.
- **Real Time Ad Delivery Pacing Control:** Wrote PID software controls for smooth delivery of intraday ad budget with guaranteed average costs, total spend, and geographic distribution.
- **Price Prediction and Budget Optimization:** Non-parametric modeling of real time prices of online advertisements. Designed bid pricing mechanisms to spread budget optimally across ad placements.

University of Massachusetts Boston

Boston, MA

Physics Lab Instructor

Sept. 2009 - May 2012

- **Lab Instruction:** Ran lecture and regular office hours for up to 30 students per semester. Organized targeted study groups for at risk students.
- **Teacher Training:** Trained new TAs on laboratory methodology and equipment calibration.

PROGRAMMING SKILLS

Languages: Python, Java, Javascript, Bash, AWK **Environments:** Linux, Docker, AWS, Git

Database / Big Data: MySQL, SQLite, Hive, Spark, MongoDB, Elasticsearch

EDUCATION

University of Massachusetts Boston

Boston, MA

Graduate Work in Applied Physics

Sept. 2009 – May 2012

University of Massachusetts Boston

Boston, MA

Bachelor of Science with Honors, Mathematics and Physics

Sept. 2007 – May 2009