

Cliff Weaver



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LinkedIn Profile

www.linkedin.com/in/cliffordweaver/



Website

www.Rismyhammer.com



GitHub

<https://github.com/ZellW>

Skills

Data Science

R Programming ●●●●●

EDA ●●●●●

Statistics ●●●○

Machine Learning ●●●●○

Data Storytelling ●●●●○

Feature Engineering ●●●●○

Big Data Infrastructure Design ●●●●○

AzureML ●●●●○

PowerBI ●●●●○

Development

Dev Leadership ●●●●●

Product Management ●●●●●

Agile/SCRUM ●●●●●

Program & Project Mgmt ●●●●●

Sample Algorithm Expertise

Random Forests and GBMs (XGBoost, LightGBM)

K Means Clustering

SVM

Linear Regression

Logistic Regression

Decision Trees

KNN Nearest Neighbors

Naïve Bayes

Deep Neural Networks (CNN, RNN & World Model)

GLMs

Customer-obsessed, data-driven, speed-oriented & quality-focused



Successes

- Built 3 data science teams at large and mid-sized companies
- Developed machine learning algorithms for Microsoft (O365 Teams and Data Center Construction Teams – specifics under NDA)
- Developed required predictive models to support customer journey analytics
- Operationalized churn, propensity, NBO, fraud, price optimization marketing analytics, and A/B testing algorithms
- Developed lead selection machine learning algorithm resulting in \$1M+ annual revenue uplift
- Designed real-time customer segmentation algorithm replacing manual process
- Exploratory data analysis revealed \$500k annual cost savings from excessive calls to 3rd party service.
- Led solution design to implement Big Data infrastructure including data lake, Data Catalog, Hadoop, Spark, Kafka and R Server.
- Improved web customer experience by selecting the best performing experiencing using machine learning algorithms. (XGBoost, LightGBM)
- Optimized algorithms built on highly unbalanced data using a variety of tools include over/under, ROSE and SMOTE.
- For the largest healthcare IT company, led the development of actionable analytics using analysis services and PerformancePoint Server.
- Before the era of Big Data, developed analysis services solution to identify population health trends, patient falls predictions and outbreak alerts.
- Interfaces with ERP mainframe to predict manufacturing bottlenecks weeks to improve on-time deliveries and reduce manufacturing costs.



Work Experience

Data Science Director Ally Financial – Charlotte, NC	May 2018 - Present
Digital Insights Data Scientist, Manager Valorem Consulting (Microsoft) – Kansas City, MS	Oct 2017 – May 2018
CTO & Founder R is my Hammer! – Charlotte, NC	2014 - Present
Director, Technology & Platforms LendingTree – Charlotte, NC	July 2015 – Sept 2017
Technology Product Manager McKesson Corporation – Charlotte, NC	2006 – 2014
Other positions:	1989 - 2006
<ul style="list-style-type: none"> ▪ Director IT – Infrastructure and Applications ▪ Program Manager – Major Programs ▪ Director of Engineering Services ▪ Director of Technology Assessment ▪ Vice President of Engineering 	



Education

Formal Education

- University of Baltimore – Baltimore, MD Graduated 1991
Joint JD/MBA Program (3.9 GPA while working FT)
- Johns Hopkins University – Baltimore, MD Graduated 1984
Engineering major (3.5 GPA)

Certifications (over 35 courses/certifications)

- Microsoft Data Science Professional 2016
- Duke University – Linear Regression, Inferential Statistics, Probability & Data (Coursera) 2015
- Johns Hopkins Data Science Specialization (Coursera) 2015
- Professional Scrum Master 2014
- Microsoft Technology Associate – Software Development (C#) 2013
- Pragmatic Marketing Certified 2010
- Project Management Professional Certification (PMP) 1996
- Microsoft Certified Engineer (MCSE) 1986-2012