Evan J. Coopersmith

100 Ferndale Rd, Deerfield, IL 60015
ecooper2@gmail.com

Over a decade of experience in the academic, public, and private sectors. Finding insight through analytics, classification, and the scientific method. I love to learn. I love to teach.

EXPERIENCE

AE Studio

EVP Data Science (and Galactic Head of Admonishment)

July 2021 - Present

- The very model of a modern data scientist

Gerson Lehrman Group (GLG)

VP Finance, Global Head of Advanced Analytics

December 2019 — July 2021

- Created, assembled, and led a new analytics team
- Optimized product costs by analyzing, segmenting, and modeling growth rates, saving $3M-$4M annually
- Constructed the first company-wide estimate of every client's lifetime value via a combination of machine learning, segmentation, and financial modeling, now used by pricing and marketing teams during contract renewal discussions
- Mentored and taught 50+ employees across 6 company departments in 20 lectures over 12 months

Principal Software Engineer

July 2017 — November 2019

- Automated biography composition, yielding ~$10M in new revenue, by analyzing opportunity, then developing original algorithm

The Kini Group (Boutique SaaS/Management Consulting Firm)

VP Analytics, Data Science Consultant

October 2016 — June 2017

- Developed proprietary tool to isolate underpricing based upon geography, customer relationship, and order-size, leading to 1-2% increases in annual growth via segmentation, optimization, and reimagining incentive compensation

US Department of Agriculture (USDA)

Research Data Scientist

August 2013 —September 2016

- Predicted soil moisture for the USDA's Hydrology & Remote Sensing Laboratory at 100+ diverse locations, achieving an accuracy beyond NASA standards via original machine learning models for hydroclimatic classification and model calibration
- Funded through NASA's SMAP mission

BCW Group

Cofounder

September 2008 — April 2009

- Startup hedge fund at the New York Mercantile Exchange (NYMEX). Traded between 9/2/2008 and 4/30/2009. Achieved profits of ~8% over a period when U.S. equity markets fell ~30%

EDUCATION

University of Illinois at Urbana-Champaign

Ph.D in Civil & Environmental Engineering

August 2009 — August 2013

- Englebrecht Fellowship: Awarded to most outstanding doctoral student
- Fellowship for Teaching Excellence: For designing and teaching original 500-level graduate course in data science and machine learning

Princeton University

B.S.E. in Operations Research and Financial Engineering

September 2002 — June 2006

- Baseball Wagering: Achieved 130% annual returns over two seasons by constructing machine learning models to forecast outcomes of Major League baseball games
- Tau Beta Pi, Sigma Xi: Awarded to top quintile of engineers and for excellence in research

STARTUPS

Soil Insight

Creates high-resolution soil moisture predictions anywhere in the continental United States for applications in hydrology and precision agriculture, available at soilinsight.com

Traffic Hackers

Predicted vehicle freeway speeds in real-time, available at traffichackers.com

SKILLS

SQL, Snowflake, Python, Scikit-learn, R, Jupyter, Plotly, Javascript, Looker, ETL, A/B testing, conversion funnels, modeling, prediction, visualization, optimization, experimental design, probability

INTERESTS

Tennis: NTRP 4.5, former instructor, winner of Division A tournament for Tennis St. Louis, Fall '19 & Spring '20

Teaching: Volunteer tutor for adolescents, high-school students, and adults. Instruction is the family business, math is my day job