KARL NADHERNY

Las Vegas, NV 650-431-4485 nadherny@gmail.com

SUMMARY

An accomplished data science leader with a track record of innovation and delivering actionable solutions. Skilled at generating impactful marketing intelligence and then using these insights to drive strategy. Effective communicator of technical information to non-technical audiences. Visuals at www.karlytics.net

Data Science

- Expert knowledge of machine learning methods such as Media Mix Modelling, Multi-Touch Attribution, Logit & OLS Regression, Clustering, Time Series Forecasting
- Programming: R, Python, SQL, Shell scripting, SAS, SPSS
- High performance reports and dashboards, such as Tableau

EXPERIENCE

Tailored Brands (Men's Wearhouse) 9/2019 to 2/2024   **Fremont, CA**
Director of Data Science & Experimentation
- Hired, trained, supervised, and motivated team of data scientists and machine learning engineers
- Long-range demand forecasting with prophet model using economic projections as exogenous inputs
- Optimized media spend through Media Mix Modeling. Often accomplished this by balancing top and bottom of funnel performance to achieve revenue targets and maintain high levels of new customer acquisitions
- Implemented Vertex AI - a unified platform for managing the end-to-end machine learning lifecycle

Data Science Consultant 2/2009 to 9/2019   **Oakland, CA**

Client: MDS – Wrote back-end software modules for Media Mix Model and Multi-Touch Attribution
- Decision trees to simplify the attribution surface for Media Mix Model
- Any dependent variable (e.g. brand, sales, web visits)
- Variety of allocation variables (e.g. dollars, targetable prospects, touches)
- Multi-way interactions between media attributes and ad scale non-linearities routinely captured
- Linear programming applied to current tree nodes to obtain optimized simulations
- End-user specified budget and marginal constraints (e.g. geography, segment, marketing vehicle)
- Simulations commonly focused on spend changes in online media versus TV, print, and radio
- Marketing Decision Science Inc. (MDS) sold the software to Millward Brown

Client: Millward Brown – Transition of above purchase with a focus on Multi-Touch Attribution
- Decompose sales impact into baseline, media/touch, and brand multiplier impacts
- Automation of best values for carry over effects (Ad stocks)
- Identify best-performing marketing channels in customer journey, including how combinations of channels impact results

Client: State Fund of California – Workers compensation insurance brand tracking
- Quarterly brand tracking surveys administered to brokers, policy holders, and claimants
- Brand metrics including ratings of individual quotes matched with business win/loss ratio
- Annual surveys to benchmark competitive landscape and determine gap from best in class
- Prices elasticity using percent change in demand/percent price change based on rate card deviation

Client: Cost Plus World Market – Marketing and Customer Analytics
- Modeling to quantify incremental lift to customer loyalty program using masked credit card data.
- Multi-channel marketing effectiveness reporting including marketing ROI
- Specific areas of expertise include loyalty program analysis, LTV, and analytical target marketing

Alibris 1/2007 – 1/2009   **Emeryville, CA**
Director of Marketing
- P&L responsibilities at Alibris where I consistently met quarterly revenue goals
- Directed marketing execution, strategy, and performance measurement for all retail activities
- Increased search engine marketing effectiveness through analysis of customers' repeat behavior
- Managed a 5 million dollar direct budget for (SEM, email, online, affiliates)

McCann Relationship Management 5/2006 – 1/2007   **San Francisco, CA**
Director of Data Strategy
- Led ongoing marketing execution for Microsoft's U.S. Mid-Market Software Assurance
- Development of early adopter predictive models for Microsoft's SQL Server, models developed for the U.S. and eventually rolled out worldwide
- Performed in-depth opportunity analysis of Microsoft's Worldwide Mid-Market

Yahoo! Inc. 5/2004 – 4/2006   **Sunnyvale, CA**
Senior Manager Targeting and Segmentation
- Increased Yahoo! Small Business premium services users from 700K to 1+ Million attaining best ROI marketing performance among Yahoo! products for both email and ads
- Led cross-functional teams for multi-channel target marketing at Yahoo! Small Business, Music, International Engagement, Fantasy Sports, and Hotjobs
- Test-learn-improve systematically applied to marketing planning and execution
- Comparison of look-a-like models versus response models for target marketing efforts

Safeway Inc. 11/2001 – 4/2004   **Pleasanton, CA**
Analysis Manager of Card Marketing
- Developed customer segmentation which we implemented for all Safeway direct marketing
- Hired, trained, supervised, and motivated a team of target marketing analysts
- Strategic analysis, predictive modeling, and campaign metric development
Business Analyst of Card Marketing
- Administered marketing programs in conjunction with segment and customer marketing partners to optimize customer relationship value and maximize profitability
- Developed out-of-stock detection model based on real-time analysis of register data

EDUCATION

M.A. (Incomplete Thesis) Sociology, University of Illinois at Chicago
B.A. Economics (Cum Laude), Texas Christian University