Rafael Guerra

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Summary

Experienced data scientist, people manager, and published author on topics of AI innovation, data science, and psychometrics. Proficient in Python, R, and SQL, and comfortable with stakeholder management, product development, and data governance practices. Fluent in English, Portuguese, and Spanish. SHRM-PMQ certified.

DATA SCIENCE | TEAM MANAGEMENT | PRODUCT ANALYTICS | USER RESEARCH

Experience

Pearson	**Raleigh, NC**
Head of Product Analytics	July 2023 - Present
Lead Data Scientist	June 2022 – July 2023

- Managed a team of data professionals in Pearson's Workforce Skills division, following Pearson's acquisition of Credly in 2022. Worked alongside global teams in the USA, UK, and Australia, and led important product analytics projects related to North Star measurement, stats tracking, and AI infusion into existing practices.
- Architected Gen-AI and ML-powered solutions for the Workforce Skills division, leading to commercial deals over $2M+ in size. Awarded company's *Hackathon Innovator* digital badge for integration of company APIs and GPT-3.5 in a high-priority company project.

Credly, Inc.	**Charlotte, NC**
Data Scientist	Nov 2021 – May 2022
Data Analyst	June 2021 – Nov 2021

- Defined, tested, and implemented Credly's talent match algorithm, serving 470,000+ platform users and 10+ large corporate clients. Collaborated with engineering and design teams and served as product manager in the interim capacity for six months.
- Led high-priority project on taxonomy normalization, leveraging NLP and scikit-learn packages in Python to create a functional skill corpus powering major business segments.

Notre Dame International	**South Bend, IN**
Associate Director	January 2020 – June 2021
Assistant Director	May 2016 – December 2019

- Managed seven staff members in Brazil, Mexico, and Chile, working together on a total of thirteen international education and academic grant programs. Led increase in enrollment, satisfaction scores, and signed MOUs. Lectured undergraduate students on topics of global leadership, intercultural competency, and innovation.

PricewaterhouseCoopers LLC	**Lima, Peru**
Financial Analyst Intern	Dec 2015 – May 2016

- Participated in rotation program through Finance, Valuation, and Forensics, reporting to respective area managers on a per-project basis and collaborating on the advisory of financial deals to large LATAM clients.

Education

University of Notre Dame, Mendoza College of Business	**Chicago, IL**
Master of Science, Business Analytics (MS)	2020

University of Notre Dame	**Notre Dame, IN**
Bachelor of Arts, Economics (BA)	2015

Miscellaneous

Software Expertise: Python, R, PostgreSQL, SageMaker, Snowflake, Figma, Tableau, Domo.
Certifications: IBM Data Science Certificate, Irrational Labs Behavioral Economics Bootcamp, SHRM-PMQ.
Additional Experience: Owner of indie mobile gaming company Wavefold LLC, and writer in the data science space (https://www.rafaelguerra.com/articles).