

# MARCELO RINESI

Buenos Aires, Argentina | | marcelo.rinesi@gmail.com

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I've been doing data science, mostly human behavior prediction and simulation and AI-assisted strategic analysis, for 10+ years (i.e., since before it was cool). Current phase of the hype cycle aside, we're still woefully underestimating and under-exploiting what we can do with AI \*right now\*, and we're less constrained by our tools than by what we want to do with them. I also enjoy writing about the larger picture of emerging technologies: I've been quoted, interviewed, or mentioned by Rolling Stone, Quartz, The Verge, BoingBoing, Forbes, Wired, Huffington Post, Fast Company, and VICE's Motherboard.

## SKILLS

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Python	R	Stan
Data Science	Big Data	Statistical analysis
Deep Learning	AI	Fintech
Quantitative Psychology		

## EMPLOYMENT

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### **Zuora**

Freelance Data Scientist | 2015 - Present

Design and implementation of predictive and simulation models for subscriber behavior.

- Wrote and implemented various customer behavior simulators for use for sales, demos, and testing.
- Prototyped user behavior predictive models.

### **FrontLeaf**

Freelance Data Scientist | 2013 - 2015

Development and application of data-driven models for customer and user behavior prediction and modification.

- Wrote and implemented behavior prediction models.

### **Zauber**

Data Scientist | 2012 - 2014

Development, application, and interpretation of quantitative models for application and service design and optimization. NLP, Twitter stream analysis, machine learning algorithms, dynamic inference algorithms, user behavior prediction.

- Helped design and implement e-commerce advertising optimization algorithms.
- Helped design and implement sentiment analysis algorithms.

## **Vostu**

Business Intelligence Analyst | 2011 - 2012

Development, application, and interpretation of quantitative models for game design, evaluation, and marketing, including the analysis of user behavior patterns and virtual economies.

- Built predictive models predicting the long-term profitability and size of various multiuser online games.

## **Metrogames**

Business Intelligence Analyst | 2010 - 2011

Development, application, and interpretation of quantitative models for game design, evaluation, and marketing.

- Designed a dynamic price adjustment model for an online game that increased revenue 80% overnight.
- Adjusted the pricing catalog of an online game based on a player behavior model, more than duplicating game revenue.

## **Antisthenes Capital**

Researcher | 2006 - 2008

Research and statistical testing of financial models.

## **Syscom & Cipher**

IT Consultant | 2002 - 2006

IT support and development of integration solutions. Network and server management.

## **EDUCATION**

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Universidad de Buenos Aires 1998 - 2003

### **Partial BA on Abstract Mathematics**

Studied most of the BA on abstract mathematics, focusing on financial mathematics and Information Theory. Then I got an offer to work full time in a local hedge fund, and...