Wesley Pasfield

<u>SUMMARY OF QUALIFICATIONS</u>

AI/ML Leader with proven expertise in spearheading data-driven decision-making and deploying machine learning applications. Adept at managing cross-functional machine learning and analytics teams. Experienced in LLM development and evaluation.

<u>WORK EXPERIENCE</u>

US Census Bureau, Denver, CO   July 2024 - Present
Emerging Technology Fellow
- Developed Usage Guidelines for working with LLMs and Census Data
- Authored paper accepted by the Regulatable ML Workshop at the 2024 Neurips conference around data curation as the means to evaluate AI capabilities
- Technical lead for assessing the viability and strategy around developing an LLM-based search product within the Federal Government via the 10x program
- Member of the NITRD AI R&D cross-agency working group

Lark Health, Denver, CO   January 2022 - July 2024
Head of Data Science
- Lead the data science department from project resourcing to career development
- Support and manage relationships across product, clinical, data engineering and client facing business teams with analytic insights and data products
- Projects include but are not limited to:
    - Building a data collection process and evaluation framework for an LLM-based conversational experience to quantitatively measure performance on custom health related metrics
    - Revamping device-level algorithms, resulting in a 15% revenue increase.
    - Developing predictive models for user weight loss Contributing to research publications in medical journals.

Amazon/Amazon Web Services Denver, CO   September 2016 - January 2022
Sr. Analytics and Media Manager - Team Lead   February 2021 - January 2022
- Managed a team of three, focusing on project allocation and career development.
- Supported 20+ major US-based advertising accounts
- Developed and launched internal software for automated code reviews

Advertising Sr. Data Scientist   July 2019 - February 2021
- Lead Data Scientist in charge of predicting advertising campaign performance via PyTorch-based neural network models
- Built an automated pipeline on AWS to retrain models on a scheduled cadence
- Built a serverless AWS Lambda and SageMaker-based inference pipeline

- Built an API using embedding vectors extracted from deep learning models to return the "most-similar" advertising campaigns in sub-second latency
- Mentored 4-6 globally distributed Data Scientists and BI Engineers

AWS Professional Services Sr. Data Scientist   December 2017 - July 2019
- Senior member of the ML/AI specialty practice, lead projects of 2-4 consultants that enabled enterprise customers to activate machine learning on AWS
- "Full-stack" Data Scientist, responsibilities on a given project extend from project formulation to data extraction and model development and deployment
- Provide consultative services on how to create modern, high-functioning data teams using AWS from organizational structure to infrastructure and upskilling
- Project deliverables include but are not limited to:
  - An application that recommends articles from an financial article catalog based on real-time trends from a curated list of Twitter accounts
  - A deep-learning based B2B recommendation engine that returns replacements for out of stock items for a global athletic apparel company
  - An automated modeling workflow process that identifies customers likely to churn from their current subscription for a Telecom provider

Twitch Data Scientist/Sr. Data Scientist   September 2016 - December 2017
- Led the Data Science & Analytics team for the Commerce department

GoPro, San Mateo, CA
Data Scientist – Manager of User Analytics   August 2015 - September 2016

The Nielsen Company, San Diego, CA/Wilton, CT   July 2011 - August 2015
Client Manager – Custom Analytics   November 2013 - August 2015
Analyst/Senior Analyst – Marketing Mix Modeling   July 2011 - November 2013

New England Patriots/Gillette Stadium, Foxborough, MA
Financial Analyst   June 2010 – July 2011

EDUCATION

University of San Diego, San Diego, CA
Adjunct Professor (part-time) MS Applied AI and Data Science   Oct 2022-present
Northwestern University, Evanston, Illinois
M.S. in Predictive Analytics   June 2016
Boston College, Chestnut Hill, MA
B.S. in Management – Concentrations in Finance & Marketing   May 2010

RELEVANT SOFTWARE PROFICIENCIES
- AWS Solution Architect Professional Certification & ML Specialty Certifications
- Primary Languages: Python, R, SQL, Spark