

# Francis Hemingway

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## SUMMARY

- Data & Analytics professional with 8 years of experience in retail and consumer industries.
  - 1<sup>st</sup> in MBA class at Imperial College London. Bachelor's degree in Physics from Oxford.
  - International experience having worked in the UK, Spain and Chile (fluent Spanish speaker).
  - British citizen seeking roles in Atlanta not requiring sponsorship to work in the United States.
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## PROFESSIONAL EXPERIENCE

### **Practice Area Leader, Advanced Analytics Consulting, Nielsen (Chile) Oct '17-Sep '18**

Leadership of Revenue Management & Optimization and Innovation practices (revenue of c. \$800k p.a.). Responsible for business development, understanding requirements and project delivery to CPG clients.

- Presented actionable findings, in Spanish, of price & promotion study to CEO at local CPG category leader, generating additional commercial opportunities for regression-modeling services.
- Organized sales event with 40 attendees from 15 firms, generating \$50k of incremental revenue.
- Obtained support from senior stakeholders to run pilots of new services in Chile ahead of other Latam markets, in the long term significantly strengthening differentiation versus competitors.
- Produced new sales material for Revenue Management & Optimization practice, adapting global positioning to local market realities.

### **Client Team Manager, Retailer Practice, Nielsen (London) Jul '15-Sep '17**

Managed team of 3 analysts embedded within the consumer insights department of a major grocery retailer.

- Built successful relationships that resulted in record levels of client satisfaction through impactful analysis delivered to senior executive audiences.
- Led machine learning pilot, resulting in full rollout to Nielsen's most important UK retail client.
- Coached junior analysts to develop within their roles, receiving internal awards and promotions.
- Managed the launch of a data visualization platform based on MicroStrategy.
- Initiated and organized strategy planning day for Nielsen account team after restructuring.

### **Various Roles, Innovation Practice, Nielsen (London, Oxford & Madrid) Sep '10-Jul '15**

Fast progression within Nielsen's Innovation Practice, culminating in an account management position overseeing all projects for a major cleaning brand (present in 35 countries).

- Implemented an experimental choice simulator in R to test a more predictive algorithm, which was subsequently included in production simulator (used in around 500 projects per year).
- Tested a consumer pharmaceutical innovation that became the fourth-highest selling non-food product introduced that year in the US market with over \$80m in sales.

### **Project Officer, National Council for Graduate Entrepreneurship (Oxford) Aug '09-Sep '10**

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## EDUCATION

### **Master of Business Administration (MBA), Imperial College London Apr '16-May '18**

- 1<sup>st</sup> in class, with additional prize in economics at Imperial College London (ranked 8<sup>th</sup> worldwide).
- Finalist in entrepreneurship competition, pitched to 200 people including professional investors.
- Dissertation on digital strategy, covering ecosystem management and big data business models.

### **BA (Hons) in Physics, University of Oxford Oct '06-Jul '09**

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## ADDITIONAL SKILLS AND INTERESTS

- **IT:** R, Python, Pandas, MicroStrategy, Microsoft Office (Word, Excel & PowerPoint).
- **Languages:** English (native), Spanish (full professional proficiency).
- **Interests:** Choral Singing, Soccer, Swing dancing.