

Francis Hemingway

+1 (404) 418-6630 · francis@francishemingway.com · [linkedin.com/in/francishemingway](https://www.linkedin.com/in/francishemingway)

PROFESSIONAL EXPERIENCE

Kantar

Kantar is a leading data and insights consultancy focusing on consumer behavior.

Principal/Director, Analytics Practice Atlanta, GA, Jun '19–Present

- Engagement manager for COVID-19 project that was co-presented with Kellogg's at an industry association webinar. Included modeling and Tableau-based strategic dashboard.
- Led project to replatform legacy applications to Power BI with data sourced from an AWS data lake. Starting with ~\$50k pilot, drove multiple renewals to generate >\$450k total sales.
- Initiated Superset proof of concept for specialist use case, presenting solution to both business users and IT architecture review board at a multinational beverage manufacturer.
- Pitched and successfully delivered data science project using data from the client's IoT device, present at more than 10,000 customer locations, to uncover insights to equip sales teams as well as enable internal business planning to prevent possible customer churn.
- Promoted to Principal after six months in the role.

Nielsen

Nielsen provides data and analytical services to the consumer packaged goods industry.

Practice Area Leader, Advanced Analytical Consulting Chile, Oct '17–Sep '18

- Led Revenue Management & Optimization and Innovation practices (~\$1MM annual revenue) with responsibility for sales and delivery of complex analytics projects.
- Adapted global positioning of Revenue Management & Optimization practice to local market realities, realigning product offer to focus on web-based solutions and producing marketing material such as case studies and example ROI calculations.
- Achieved sales goals in line with quarterly operating plan. Organized sales event with 40 attendees from 15 firms, generating \$50k of incremental revenue.

Client Team Leader, Retailer Practice UK, Aug '15–Sep '17

- Manager (3 direct reports) within onsite account team that achieved record client satisfaction levels at one of the largest retailers in the UK.
- Led the launch at the client of a data visualization platform for retail sales data based on MicroStrategy.

- Delivered machine learning pilot, which resulted in full roll-out of this technology to Nielsen's most important UK retail client.
- Effectively coached people to develop within their roles, receiving internal awards and promotions. Successfully recruited and integrated strong replacements into my team.

Associate Manager/Senior Analyst/Analyst, BASES UK, Sep '10–Jul '15

- Fast progression leading to a role overseeing all innovation market research projects with the global marketing team of a major cleaning brand (present in >35 countries).
- Lead analyst forecasting the portfolio sales of a consumer pharmaceutical brand through a period of patent expiry, new product launches and competitive reentry with inputs such as advertising support, distribution and consumer appeal.
- Implemented an experimental choice simulator in R to test a more predictive algorithm, which was subsequently included in production simulator (used in >500 projects per year).

National Centre for Entrepreneurship in Education

NCEE promotes collaboration between industry and universities to support economic growth.

Project Officer, STEM University Enterprise Network UK, Aug '09–Sep '10

- Arranged workshops on advanced technology for partners within Microsoft's network.

EDUCATION

Graduate/undergraduate education from universities consistently ranked in the top ten worldwide.

Imperial College London

Master of Business Administration (MBA) Apr '16–May '18

- First in class with additional prize in economics.
- Dissertation on digital strategy, covering ecosystem management and big data business models.
- Finalist in entrepreneurship competition, pitched to 200 people including professional investors.

Trinity College, University of Oxford

BA (Hons) in Physics Oct '06–Jul '09

ADDITIONAL SKILLS AND INTERESTS

- IT: Office applications. BI tools: Superset, Power BI, MicroStrategy, Tableau. Python, SQL.
- LANGUAGES: English (native), Spanish (full professional proficiency).
- INTERESTS: Tennis, volunteering in local analytics non-profit.