



JEFFREY HERBSTMAN, PHD

DATA SCIENTIST

EXPERIENCE

Lochbridge, Detroit, MI, 2015-Present

Data Science Consultant - Team Lead

Led team of data scientists in building software tools for anomaly detection in IoT applications. Established an company center of knowledge for Data Science practices.

Marketing Associates/Magnify Analytics, Detroit, MI, 2013 - 2015

Sr. Business Intelligence Consultant - Manager

Onsite Data Science lead and manager for Voice of the Customer text analytics team for Fortune 100 company. Implemented text classification based on linguistic and frequency measures. Led winning team for Connected Vehicle Analytics Challenge project integrating vehicle telemetry, and sensor data with customer information to enhance and build customer-centered predictive models. Analyzed business data and increased accuracy of models for targeted marketing by 15%.

PageKicker (Early Stage Startup), Ann Arbor, MI, 2013

Search and Natural Language Processing Technical Lead

Developed machine generated text summarization methods and analytical metrics for natural language processing startup specializing in automated generation of content

University of Michigan Life Sciences Institute, Ann Arbor, MI, 2010-2013

National Research Service Award Postdoctoral Fellow

Imaged and analyzed large data sets comprising thousands of noise electron microscope images for structural study of protein complexes. Discovered biologically significant sub-step in ribosome maturation through 3-D modeling, image clustering and classification. Led international collaboration with colleagues in Beijing, China for sample preparation, automated image collection and processing.

EDUCATION

2005 - 2010 University of Michigan

Ph.D., M.S. in Applied Physics

Doctoral dissertation study of small scale laser damage for use in microfluidic biomedical devices. Excelled in a core curriculum of physics courses with elective work in statistics, machine learning

Awarded: Ph.D. Preliminary Exam - Pass with Distinction

2000 - 2004 Vanderbilt University

B.S. in Physics, Engineering Science

Awarded: Summa Cum Laude, Engineering Science Program Award, VUSE Outstanding Scholar, Charles K. Bruce Honors Scholarship

PROFICIENCIES

- Python
- Cloudera Hadoop (Hive, Impala)
- SAS (Enterprise Guide, Miner)
- SAS Content Categorization
- Tableau
- C, Linux/Unix environment
- R
- SQL
- Spark
- HP Vertica (Certified)
- Excel
- MS Office Suite

ADDITIONAL

- Detroit School of Data Science Co-Founder: pro bono data science for local non-profits
- University of Michigan Postdoctoral Association Co-Chair (2012)
- Led Vanderbilt Rowing Club as Lead Coxswain and Coach (2000-2002)
- Other Passions: Ultimate Frisbee, Reading, International Events Forecasting

CONTACT

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PROFILE

Data Scientist with expertise developing actionable value from large and complex data sets. Experienced in statistics, machine learning, high-dimensional analysis and visualization.

AWARDS

Ford Connected Vehicle Analytics Challenge

First Place Award
People's Choice Award

Marketing Associates Bravo Zulu Award

Internal recognition for outstanding performance

Ford Motor Co. Recognition Award, Golden Wrench Team Award

Development and Execution of novel Voice of the Customer Project