SERGIY TKACHUK

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Executive summary

- High-performance analytics team leader and data science expert with a vast business and academic background in delivering scalable AI-powered solutions supporting decision-making processes and assets' optimization.
- Managed data teams and innovation projects by implementing best practices and deploying cloud-based ML solutions.
- High ability to independently interact with customers, gather requirements, and translate them to technical specifications and propose solutions to technical stakeholders.
- Experienced in data governance strategy, machine learning, NLP, performing numerical analysis on big data sets, and data visualization. Built and deployed advanced recommendation systems using deep neural networks.
- Highly adaptable team player with excellent interpersonal, problem solving, presentation, and communication skills. Proficient in public speaking and multi-lingual skills.

Working experience

Data Science Manager (Reckitt)   July 2021 – current

- Directly managing and leading talented data professionals: data scientists, engineers, product owners (10 FTEs).
- Assembled, hired, and structured the global cross-functional data science team within IT & Digital organization.
- Supported senior stakeholders in successfully executing design, development, and deployment of AI applications.
- Created and implemented a long-term vision for the data science team influencing delivery mechanism.
- Communicated progress of 10+ analytics products development to IT executive management team including CIO.

Co-Founder & AI Advisor (Trippal)   October 2020 – current

- Co-found travel-tech UAE based start-up – designed AI components and developed preliminary models.
- Acted as interim CTO on the early stage, managing remote software development team.

AI Consultant (Synerise)   April 2019 – June 2021

- Development of autonomous assortment management algorithms AI Retail platform for one of the biggest retail chains in Europe using Spark ML and PyTorch.
- Communicated with customer executives for business requirement gathering.

Principal Data Scientist – Global Marketing Analytics & AI (Schneider Electric)   June 2020 – May 2021

- Leading the Global Sales & Marketing Automation Analytics workstream, coaching apprentices, and Junior Data Scientists. Delivered training and workshops in the area of analytics & AI for non-technical people.
- Lead innovation project implementing best practices for managing analytics pipelines, designed and implemented hybrid-cloud architecture for data science experimentation for Global Marketing Analytics & AI team.
- Proposed and delivered cloud-based solutions for data transformation, CI/CD, and machine learning models deployment.

Data Scientist – Global Marketing Analytics & AI (Schneider Electric)   September 2018 – May 2020

- Performed image analytics and object detection using TensorFlow in rebranding study for Lauritz Knudsen.
- Created customer baskets using apriori algorithm and behavior analysis for productive marketing campaign management.
- Performed media topics analysis for competitive brands using advanced natural language processing algorithms.
- Built machine learning pipelines for effective language analytics using custom web crawlers and social media listening tools data.
- Completed analysis of earned media attribution to the global brand recognition and sales applying regression modeling.
- Provided actionable data-driven insights to senior marketing leadership team (SVP & CMO) for effective budget allocation and better PR.

Analyst – Global Sales Data Analytics (Schneider Electric)   February 2017 – August 2018

- Developed discount drivers detection tool in Python using ML technics for practical SPA management.
- Executed churn, segmentation and recommendations' analysis using progressive classification methods.
- Analyzed customer baskets applying statistical methods to increase targeting proficiency.
- Estimated ROI of marketing campaigns using time series modeling.
- Accomplished data integration and visualization project for Italy operations enhancing daily operation decisions.
- Gathered requirements and implemented global BI solution in Turkey.
- Provided and presented sales dashboards to directors & VP level audience across different geographies.
- Prepared sales and pricing insights in visualization tools such as Tableau and Birst.

Analyst – Global HR Analytics (Schneider Electric)   March 2016 – January 2017

- Consolidated, processed and analyzed data for Global HR performance management. Increased effectiveness of internal call center agents and improved tracking of internal SLAs.
- Implemented RPA solution resulting in 1 FTE reduction.
- Developed and established end-to-end automated reporting pipeline releasing ~50% of managerial time.
- Designed and created databases for global people administration teams.
- Created processes' maps, users' and administration documentation for internal ETL processes.

Junior Analyst – Production Plant Laboratory Apprenticeship (Reckitt)   July 2015 – January 2016

- Specified requirements and defined relevant data sources.
- Designed ERD and created database for laboratory workers in the plant using MS Access, VBA and SQL.
- Released ~40 hours per week of 5 laboratory workers implementing process automation.
- Created manuals and documentation for users and database administrators.
- Conducted workshops and trainings regarding usage of the database.

Education

Polish Academy of Science – Doctoral School (Ph.D. Computer Science)   2020 - current

INSEAD Executive Education (Leadership & Strategy in Turbulent Times)   2020

Final Project: "Creating and capturing value – from strategy to execution."

Warsaw School of Economics (Master in Big Data & Advanced Analytics)   2016 – 2018

Thesis: "The use of natural language processing for predictive purposes in socio-economic applications"

Warsaw School of Economics (Bachelor in Quantitative methods in economics and information systems)   2013 – 2016

Thesis: "Data quality management"

International Centre of Education at the Cracow University of Technology (Economics)   2012 – 2013

Achievements and activity

- **Conferences & publications:**
    - World Congress of Computational Intelligence 2022 – Speaker and Author of two publications.
    - European Conference on Information Retrieval 2021 – Industry Day Speaker.

- **Presentations & lectures:**
    - Presenter at Big Data Technology Summit 2022.
    - Speaker at Data Science Summit in 2020-2021 editions.
    - Keynote Speaker at Databricks Data & AI World Tour 2021.
    - Lecture in Warsaw School of Economics on 'Tidy Data with Python'.
    - Speech in Warsaw University of Technology on 'Apache Spark and AWS utilization for NLP'.

- **Kaggle Days Paris** – joint winner of Sephora brainstorming session on 'Building competitive advantage by discount personalization'.

- **Polish Government Scholarship** for undergraduate studies.

Foreign languages

English (fluent – CAE), Polish (fluent), Ukrainian (native), Russian (native), German (beginner)

Tools, software & frameworks

Google PAIR, AWS, **MS SQL Server**, **Tableau** (Desktop Qualified Associate), **Apache Spark** (PySpark | MLlib),

SAS (Base | Integration Studio | Enterprise Miner), **Git**, **RStudio, GCP (Maps API), Databricks**

Programming languages

Python, R, SQL, 4GL