

Lisa M. Kirch

Data Scientist

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Solutions-oriented **Data Scientist** with broad experience in storytelling, statistics, field experiments, visualization, data analysis, design and development, machine learning, and communication. Twenty years experience providing people with useful information in academic, government, and Fortune 500 companies. Ten years experience in the financial services industry determining client's requirements and organizing data to solve business needs. Highly motivated team player that sees the big picture, handles details, and implements projects through to completion. Have employed agile during the entire software development and deployment life cycle. Key strengths include the ability to learn new technology quickly and strong research skills.

Always reading, networking with other data scientists, and learning more about machine learning, natural language processing, deep learning, artificial intelligence, and security techniques.

Education

- Master of Information and Data Science, UC Berkeley School of Information, Berkeley, CA
- Graduate study in Econometrics, George Washington University, Washington, DC
- B.A., Mathematics, Stockton University, Pomona, NJ
- Graduate study in Economics, Rutgers University, New Brunswick, NJ
- B.A., Economics, Drew University, Madison, NJ

Data Science Projects

<https://lisa-kirch.squarespace.com/>

- [uConserve Dashboard](#)
- [Large-scale Machine Learning and Statistical Analysis of Dark Matter Halos Using Apache Spark](#)
- [The Ethics, Privacy, and Legal Issues around the Internet of Things](#)
- [Kaggle Bike Sharing Competition](#)
- [Field Experiment: Spritz Speed Reading Technology: Helpful, But Not Immediately](#)
- [MyBestHospital.com](#)
- [Correlating Stock Prices with Predictions from Twitter](#)
- [Research Design Case Study: The Ford Motor Company and Autonomous Car Adoption](#)
- [Using Data to Identify VC Appropriate Companies Before VCs](#)
- 21st Century Ethics: Data Brokers

Professional Experience

USAA, Jacksonville, FL

Data Scientist, Lead Business Strategy Analyst (January 2020 – present)

Modernized legacy forecasting by designing and developing automated decisioning, pricing, and optimization techniques using quantitative analysis and machine learning for deposits business strategy. Improved agility in business decisions and communicated strategic insights to senior leaders.

CITI, Jacksonville, FL

Data Scientist (September 2016 – January 2020)

Internal consultant on data science, machine learning, and visual story telling for Global Consumer Technology. Developed new products to conserve resources and find new business revenue. Evaluated new technology. Advised mentees and trained people in data science and machine learning.

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BUSINESS WIRE, A Berkshire Hathaway Company, San Francisco, CA
Software Engineer (April 2005 – December 2007)

Developed and maintained highly available systems to process financial data simultaneously in multiple languages to multiple endpoints in order to support international financial filings and press releases.

CHARLES SCHWAB & CO., INC., San Francisco, CA
Java Web Developer (July 2000 to November 2004)

Developed multiple self-service corporate tools using Java and DB2 UDB. Created, tested, deployed, and maintained web applications and middleware application programming interfaces (APIs) to support Schwab's financial offerings. Used RUP and UML modeling to provide technical documentation throughout the entire software development lifecycle. Led a team of 2-4 Java developers.

PROVIDIAN FINANCIAL, INC., San Francisco, CA
Senior Programmer Analyst/Web Developer (March 1998 – July 2000)

Developed an E-Commerce credit card customer service web site for Providian's 10 million customers. Evaluated vendors, gathered functional specifications to develop use cases, and coordinated the developers.

CORNERSTONE RESEARCH, INC., Menlo Park, CA
Analyst (May 1997 – February 1998)

Applied analytical, quantitative, and SAS programming skills to provide insightful, innovative solutions tailored to Fortune 500 clients' commercial litigation needs.

BOARD OF GOVERNORS OF THE FEDERAL RESERVE SYSTEM, Washington, DC
Research Assistant (May 1994 – March 1997)

Provided timely economic reports and analysis to the Board of Governors of the Federal Reserve System in support of Federal Open Market Committee (FOMC) meetings, Thrift Institution Advisory Council (TIAC) meetings, Federal Reserve Bulletin articles, and the Chairman's testimony to the Senate and House Committees on Financial Services.

Technical Proficiencies

Machine Learning Algorithms: Supervised learning, unsupervised learning, anomaly detection, natural language processing (NLP), neural networks, reinforcement learning, transfer learning

Programming Languages and Frameworks: R, Python, SQL, scala, TensorFlow, Keras, PyTorch, tidyverse

Data Visualization: Tableau, network data and geospatial data in R and Python