

Guilherme Salome

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SKILLS	<p>Statistics: Predictive modeling, Bayesian statistics, causal inference, experimental design, survival analysis, time series forecasting, deep learning, ensemble methods, kernel methods.</p> <p>Causal Inference: Difference-in-differences, instrumental variables, regression discontinuity, matching, A/B testing, uplift modeling, heterogeneous treatment effects.</p> <p>Leadership: Team leadership, mentorship, sprint planning, JIRA, stakeholder management, cross-functional collaboration, strategy alignment.</p> <p>Programming: R, Python, SQL, Matlab, Bash, C++, Emacs, Make.</p> <p>Deployment: Distributed computing, cloud ML pipelines, Kubernetes, workflow automation, real-time analytics.</p> <p>Mathematics: Real analysis, optimization, numerical methods, linear algebra, probability.</p> <p>Languages: English, Portuguese.</p>	
EXPERIENCE	Eli Lilly and Company Sr. Advisor - Data Science	Indiana, USA 2022 - Present <p>Leading a team of data scientists to develop Dynamic Targeting, a real-time AI-driven system optimizing salesforce engagement. Spearheading the integration of machine learning-driven insights into sales operations, improving rep decision-making and engagement strategies. Expanded automation capabilities to enhance analytics efficiency and reduce manual effort in commercial insights generation. Partnering with senior leadership to embed data-driven decision-making into key commercial strategies across multiple therapeutic areas.</p> <p>Managing a direct report and leading a broader team of 15+ colleagues in LCCI over multiple projects, ensuring alignment between technical work and business objectives. Driving project management in JIRA, overseeing sprint planning, deliverable tracking, and cross-team collaboration. Mentoring junior data scientists, fostering a high-performance analytics team, and shaping the long-term vision for scalable AI-driven marketing solutions.</p> <p>Designed and deployed causal inference frameworks to measure and optimize the impact of marketing interventions, leveraging methodologies such as difference-in-differences and instrumental variables. Developed Bayesian and probabilistic models to improve forecasting and resource allocation. Collaborating with cross-functional teams to integrate real-time analytics solutions into salesforce tools, ensuring data-driven decision-making is actionable at scale.</p> <p>Advisor - Data Science 2020 - 2022 Developed an automated Marketing Mix Modeling (MMM) pipeline, providing insights for 17 brands and \$500M+ in annual spend (<i>2022 CIDO Award</i>). Built predictive models improving HCP targeting by 20%+, increasing sales impact (<i>2021 Colonel Award</i>). Designed and analyzed \$80M in marketing experiments, uncovering optimizations leading to \$40M+ in revenue and cost savings. Created a scalable programming framework for reproducible analytics, now adopted company-wide. Led a 4-person team across US and India, driving advanced analytics adoption. Partnered with marketing leadership to optimize \$1B+ in commercial investments.</p> <p>Duke University North Carolina, USA Lecturer 2018 - 2019 Taught Financial Econometrics, Python, and Matlab to 100+ MS and PhD students. Developed modernized coursework integrating Python-based econometric modeling, improving practical skills and real-world application. Managed teaching assistants, ensuring smooth course delivery.</p>
EDUCATION	PhD, Economics , Duke University, USA MS, Mathematics , IMPA, Brazil BS, Economics , Insper, Brazil	2015 - 2020 2012 - 2014 2008 - 2011