

Andrea Gossett, Ph.D.

I work collaboratively to define problems and create and implement solutions. Whether that's developing classification methods, building out reporting data schemas and associated reporting, or developing programs for key stakeholders, I love diving in and making things happen.

SKILLS

Tableau	Python	Sales Operational Reporting
Einstein Discovery	Experimental Design	Enablement Plan Development
Machine Learning	Product Development	
MySQL/SQL	Pricing Experiments	

EXPERIENCE

SALESFORCE (TABLEAU)

Principal Solution Engineer

March 2020 - Present

Support Big 4 Consulting partners with solution development, enablement, and Tableau deployments for clients. Create demo assets showcasing the power of predictive analytics for sales, HR, and finance teams. Run reporting for a high performing, international team responsible for over \$60M annually.

AUTOMATED INSIGHTS

Project Manager/NLGE Team Lead

May 2019 - January 2020

Guided new clients, specifically Tableau enterprise clients, through the process of identifying data literacy pain points, brainstorming feasible solutions, and implementing the chosen solution into their existing Tableau dashboards. Led team of 3 Natural Language Engineers with a wide range of backgrounds. Also maintained large existing NLG contracts, such as with the AP NCAA Basketball game recaps and Yahoo! Fantasy Football summaries.

Partner/BI Sales Engineer

January 2018 - May 2019

Worked with our Sales and Partner teams to add natural language reporting to existing Tableau dashboards as part of our sales team, including adding in predictive analytics based on the existing state (71% close rate). Worked with strategic partners, such as Allstate and Tableau, to build showcase demos featured at Tableau Conference 2018 and Tableau Sales Kickoff in 2018.

ADWERX

Data Scientist

January 2016 - January 2018

Transitioned company reporting to Tableau and developed dynamic reporting for all divisions of a marketing company, leading to a 40% improvement in margin through identified cost-saving opportunities. Ran pricing and front-end experiments to improve conversion rates and margin. Built predictive models for our new inside Sales to identify highest value calls, which allowed the team to generate \$1M in revenue in their first year (10% of total revenue).

RESEARCH SQUARE

Data Scientist

May 2014 - December 2015

Developed a binomial classification algorithm to classify scientific journals as predatory or not. Leveraged web scripting to curate and standardize a large database of academic journals, increasing coverage 5x. Helped launch of a free customer resource designed to drive customer acquisition based on the journal classification system.

Rubriq Operations Manager

October 2012 - May 2014

Developed a new peer review product for our parent company, Research Square. Helped developers build and debug an end-to-end platform for delivering peer reviews to clients. Developed workflow procedures to build a database of PhD level consultants with expertise in all academic fields and match them to manuscripts submitted by customers, all while delivering results on a tight (2 week) deadline.

EDUCATION

Duke University, Durham, NC - 2012

Post-doctoral Research (Bioinformatics)

University of North Carolina at Chapel Hill, Chapel Hill, NC - May 2011

PhD in Biology (Genomics and Gene Regulation)

University of South Carolina, Columbia, SC - May 2000

BS in Biology, Minor in Chemistry