

David Longstreet
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Professional Experience

Chief Data Scientist
@FanThreeSixty – Kansas City, MO
August 2018 to Present

- Revolutionizing how teams act of fan data.

Director of Data Sciences, Customer Experiences and Analytics
@ H&R Block – Kansas City, MO
October 2015 to August 2018

- Lead a team of 14 data scientists, analysts and statisticians.
- Created machine learning algorithms that discovered over a billion dollars of missed deductions. Worked with engineers to translate findings into production code that resulted in 500 million dollars in additional refunds for customers.
- Developed “People Like Me” and “Businesses Like Mine” which utilizes machine learning to make occupation specific tax advice impacting over 7 million tax returns.
- Implemented changes for paid online search reducing expenditures by 2 million dollars (15% of paid search budget) without impacting clicks or conversions.
- Discovered and eliminated fraud in online advertising program. Reducing paid advertising clicks by over 20% and resulting paid search budget savings of over a million dollars.
- Collaborated with H&R Block Compliance team to develop machine-learning algorithms to identify tax pro and consumer fraud.
- Built and nurtured data science team from scratch. Identified talent pool within H&B Block and recruited external candidates.
- Recipient of 2016 CEO Award at H&R Block.

- Promoted three times.
- Filed US patents for machine learning algorithms related to tax deduction recommendation engine.

*Sr. Data Scientist @ Sprint Corporation (contract position) – Kansas City, MO
August 2015 to October 2015*

Developed Factor Analysis and Principal Component Analysis (PCA) for Net Promoter Scores using R programming language. Converted SPSS models to R.

*Director of Data Sciences @ MindMixer – Kansas City, MO
November 2014 to April 2015*

Gathered nearly 200 million observations about voters from all 50 states in anticipation for the 2016 election. Organized inconsistent and irregular information into a comprehensive database. Cross-referenced voter files with demographic, census and IRS data using Python and Postgres SQL. Modeled voter behaviors, civic engagement, and voting trends using multivariable regression.

*Senior Data Scientist @ Microsoft – Bellevue, WA
October 2013 to November 2014*

Researched, evaluated, created and implemented statistical and econometric models to improve the relevance of online advertising. Conduct data mining, correlation analysis, advanced statistical modeling, natural language processing, algorithm building and predicative analytics.

Utilized SQL and C# programming languages

Researched new ways for modeling and predicting online behavior for Bing and Yahoo (PC, Mobile and Tablet). Made recommendations how to improve search results and make advertisement more relevant.

*Data Scientist @ Evolytics (Evolytics.Com) – Parkville, MO
July 2013 to October 2013 (contractor)*

Solved customer problems mainly in CPG (Consumer Packaged Goods) industry. Developed data strategies using a variety of different statistical tools and techniques. Conducted Data mining, correlation analysis, advanced statistical modeling, natural language processing and predicative analytics.

Used SQL and Python.

Created Google Analytics Certification training course.

*Data Scientist & Project Manager @ Travelport – Kansas City, MO
July 2009 To July 2013 (contractor)*

Led the development of an automated process to gather online web analytics from over 250 different online travel agencies and airlines (Expedia, Orbitz, Priceline, Delta Airlines, Emirates Airlines and others). Designed and supervised the creation of databases on multiple hardware platforms (IBM mainframe, Tandem, Windows and Unix) that contain over 50 million entries per day.

Eliminated backlog of production problems from over 300 to zero. Reduced project cycle time by over 50%. Responsible for annual budget of over 2 million dollars.

Designed comprehensive algorithms used to forecast short-term and long-term trends for the online travel (air, hotel, and car) industry. Led development of automated processes to glean metrics to monitor online behavior, to optimize and simplify online transactions, to improve online engagement, to support product marketing and to forecast trends.

Coordinated workload of 3 business analysts, 12 software developers, 2 testers and testers working in 7 different time zones.

*Data Scientist / Researcher / Consultant @ Longstreet Consulting Inc
October 1994 to July 2009*

Helped organizations gather the right information, at the right time, via the right channel.

Worked with over 75 different organizations worldwide, corporations and government entities around the world. Earned over 3 million frequent flyer miles. Developed digital best practices based upon statistical findings.

Created automated processes to glean metrics to monitor online behavior, to optimize and simplify online transactions, to improve online engagement, to support product marketing and to forecast trends. Supervised the creation of databases (relational and hierarchical) on multiple hardware platforms.

Delivered training courses on measurement, metrics and statistical analysis over 100 times in the U.S.A., Europe, Asia, Africa and Middle East.

*Senior Research Consultant @ Software Productivity Research – Boston
January 1992 to October 1994*

Gathered a variety of different metrics and conducted research studies on software development companies in the USA, Europe and Asia. Developed

statistical models related to software productivity. Wrote detail research reports and presented findings to C-level managers.

*Manager Information Technology @ Sprint Corporation - Kansas City
January 1986 to January 1992*

Provided direction to both functional and technical IT teams responsible for developing and maintaining Sprint Local and Long distance billing software applications. Provided weekly briefings to senior executive staff. Promoted five times over a six-year period. Managed technical software and functional teams of variety sizes up to 300 individuals.

Developed career planning and goals for staff. Administered budget for entire division of 500 employees and responsible for personnel management.

Academic Experiences

*Professor of the Universe @ MyBookSucks.Com
2007 to Present*

Create online educational channels on statistics, economics, algebra, trigonometry and calculus. Educational videos viewed over 15 million times and has over 150,000 subscribers.

*Adjunct Professor of Economics and Statistics @ Avila University - Kansas City
January 2003 to December 2013*

Developed creative methods to teach statistics and economics to uninterested graduate students.

Delivered courses in entertaining and informative manner. Instructed over 50 sections of statistics, quantitative analysis, organizational behavior and economics courses for MBA and masters of counseling psychology students.

*Volunteer Tutor at Cristo Rey High School -Kansas City
2011 to 2013*

Tutor "at risk" high school students in mathematics at an inner-city school in Kansas City. Use colors and animations to help students build visual mental models. Help students verbalize and articulate questions

Education

Avila University 2002
MBA, Management

Texas A&M University 1983 to 1986
Postgraduate studies in mathematics and computer science

Texas A&M University 1983
Bachelor of Science, Mathematical Economics