

Marshall Krassenstein

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📖 Education

Georgia Institute of Technology - College of Computing & Engineering

M.S. COMPUTATIONAL DATA ANALYTICS

Atlanta, GA

2018 - 2020

Northwestern University - College of Arts & Sciences

B.A. ECONOMICS

Evanston, IL

2012 - 2016

🔧 Selected Work Experience

DataRobot

SENIOR DATA SCIENCE ENGINEER

2023 - PRESENT

- Own product development for application templates used throughout the company to help customers build complex data science projects better and faster; Responsibilities include pipeline engineering, client execution work, and internal enablement
- Designed and implemented novel concepts with generative AI research team that helped win over \$1.5 Million in new business and renewals, including an intelligent RAG based assistant that answers RFP questionnaires (featured in [Wired](#) magazine)
- Built and maintain the [drx](#) package, a library of high level abstractions for interacting with the DataRobot platform that has cumulatively saved hundreds of employee and customer hours building models, deployments and web applications

SENIOR CUSTOMER FACING DATA SCIENTIST

2021 - 2023

- Led technical pre sales and post sales motion for dozens of companies across the United States; Worked internally and externally to successfully run numerous proof of value engagements acting as a Data Science expert in company AutoML products
- Ran enablement and influenced ML strategy for numerous companies ranging from startups to Fortune 500 organizations
- Created data pipelines and logistic regression models in large case control study for the CDC in pediatric vaccine assessment
- Used Pyspark and various packages to create and automate Covid-19 reporting as part of a \$10 million contract with the HHS
- Employed webscraping tools to build a database of sitemaps and pricing data for hospitals around the country
- Built and released [Shmapy](#), an open source Python package for easily constructing hex and facet maps of the United States
- Reformulated manual Covid supply exchange program into a linear program matching over 200,000 tests to at need groups

PNC Bank

DATA SCIENTIST

Pittsburgh, PA

2019 - 2021

- Product owner with 15 developers on Agile team that created and productionized an award-winning portal with over 500 active users; Responsibilities included product development, release planning, data modeling, and performance tracking
- Performed network analysis and built a payments web application in R Shiny to deliver previously inaccessible transaction detail to end users in a novel way; optimized network to reduce query time by 95% in database ingesting 20 million records daily
- Improved business process by building a CRUD application for sales implementations currently housing \$65 million in bookings
- Created an XGBoost machine learning model and UI to forecast withdrawals across 7,000 ATMs across company footprint

DATA ANALYST

2017 - 2019

- Completed initiatives from start to finish to create and automate business analytics reports across enterprise including project scoping, query development, and interactive dashboarding in Tableau, which still save dozens of hours per week
- United disparate data sources to create TMO 360, a one-stop shop providing information on revenue, opportunities, selling wins, and calling habits which is now used as the single source of truth for measuring salesperson effectiveness across the business
- Scoped and built out dashboard used by the head of pricing on over 1,000 separate occasions (I checked her view statistics) which continually informs product offerings and individual discount decisions often worth over \$10,000
- Designed curriculum for PNC's first analytics development program and lead training in SQL, Tableau, and R for new analysts

🦄 Skills

Software Python, R ([Shiny](#)), SQL (Hadoop, OLAP, OLTP), Git, Shell Scripting, [Tableau](#), [TeX](#)
Broader Skill Machine Learning, Databases, APIs, Interactive Visualization, Problem Framing, Explainable AI

🏆 Interests, Awards, and Side Projects

Interests: Running, playing with my dog, smoothies, reading fiction and books about data

Awards: PNC excellence award 2019 and 2020. 3rd and 2nd place in DataRobot hackathons 2022 and [2023](#)

Projects: Visualizing [human migration](#) (webapp), [img2cmap](#) (package/webapp), [nested cross validation](#) (blogpost)