

Fernando Martel García

Contact Details

Address: Severna Park, MD

Email: Use [contact form](#)

Cell: Use [contact form](#)

Other:     

Professional Experience

Microsoft Inc.

Principal Data Scientist, Windows Data, 2024–to date

- Led novel backlog prioritization framework for Windows. Enabled USD ROI ranking of features across teams, and a feedback loop for continuous improvement. Achieved 100% OKRs (peer median 66%). Endorsed by the Corporate VP.
- Initiated Windows business model innovation effort. Leveraged platform economics to identify opportunities to 2-3x annual revenue (\$20B+) over five years. Got buy-in from Marketing, Business Planning, and Strategy.

Principal Data and Applied Sciences Manager, Windows Engineering, 2021–2023

- Initiated, designed, and led first experiment to measure lift of a full OS release (Windows 11). Assembled and coordinated 38-person v-team across 8 orgs. C-suite extended experiment thrice, influencing major product decisions.
- Coached team on agile principles, scrum, and intake processes to handle fire drills, *ad hoc* requests, and changing roadmaps. Helped boost team Thrive Score 5 points above company average, 8 points above data org (range 0-100).

Marriott International Inc.

Director of Marketplace Analytics, 2019–2020

Nike Inc.

Director of Product Management, Advanced Analytics and Machine Learning, 2018–2019

- Built foundational self-serve Machine Learning and AI infrastructure, and new demand signals estimated to yield \$100-\$300M in additional revenue through better demand forecasts.

Cambridge Social Science Decision Lab Inc.

Technical Founder, 2013–2018

Harvard T.H. Chan School of Public Health

Research Fellow, Department of Global Health and Population, 2010–2012

World Bank Group

Staff Economist, Development Economics Prospects Group, 2004–2006

Research Analyst, Development Economics Prospects Group, 2000–2003

Consultant, Development Economics Prospects Group, 1999

Education

Ph.D. Political Methodology (causal inference), New York University, 2010. **Completed in 4 years.**

M.A. International Economics, Johns Hopkins University, 1999. **Graduated with distinction.**

B.A. Politics, Philosophy and Economics, Oxford University, 1996

Skills

Scientific computing: R, Python, Stata, EViews, Stan, SQL, NetLogo, Git, reproducible research.

Professional: Causal inference, design of experiments, statistics, forecasting, business model innovation, startups.