Fernando Martel Garcia

Contact Details

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Professional Summary

Entrepreneur, Ph.D. scientist, and Fortune 500 Technical Product Manager and Data Science leader (Microsoft, Marriott, Nike). I combine the business, technical, and execution expertise needed to strongly align data and analytics teams with strategic business goals, and deliver clear business impact.

Professional Experience

Principal Data Scientist, Windows Data
Microsoft Inc., Aug 2023 – Jan 2025

- Led enterprise-wide, backlog prioritization framework for Windows, enabling USD ROI ranking of all features. Endorsed by the CVP. Achieved 100% of my OKRs (peer median 66%).

- Led Windows business model innovation effort, identifying opportunities to 2x annual revenue over five years ($20B+). Secured buy-in from Planning for piloting.

- Influenced customer retention strategy for 500M+ Windows 10 devices. Resulted in adoption of data-driven OKRs and novel experimentation designs to measure lift of retention initiatives.

Principal Data and Applied Sciences Manager, Windows Engineering
Microsoft Inc., Dec 2020 – Jul 2023

- Designed and led Microsoft's first-ever enterprise-scale experiment measuring the lift of a full OS release, coordinating 38-person v-team across eight orgs. Informed C-suite decisions.

- Initiated, designed, and led the first randomized controlled trial to measure the lift of personalized recommendations in Windows Start Menu. Improved CTR by >50%.

- Championed agile ROB, experiment design checklists, and templates. Achieved 150% of experimentation goal, contributing to team Thrive Score eight points above data org.

Director of Marketplace Analytics
Marriott International Inc., Jul 2019 – Dec 2020

- Spearheaded customer analytics and omni-channel measurement strategies for new digital initiatives and partnerships (Uber, EAT), enabling real-time performance tracking.

- Evangelized machine learning and data-driven customer acquisition for Homes & Villas, resulting in a new marketing partnership, and additional resource commitments.

- Implemented lean startup innovation framework for Travel Marketplace digital app initiatives, accelerating a data-driven feedback loop.

Director of Product Management, Advanced Analytics and Machine Learning
Nike Inc., Oct 2018 – Jun 2019

- Built machine learning infrastructure, and new demand signals estimated to yield $100-$300M in additional revenue through better demand forecasts.

- Persuaded a 1,500 strong org to begin adopting machine learning, and automation. Rated highly successful in leadership skills.

- Hired and led product team, created agile ROB, and built roadmap for forecast monitoring and observability solutions to support $10B+ in annual purchases.

Technical Founder
Cambridge Social Science Decision Lab Inc., Oct 2013 – Apr 2018

- Negotiated $2M seed round, and software development agreement for equity swap to build a platform for offline A/B tests, simplifying experimentation for business users.

- Led product, design, and engineering team. Agreed individual Objectives and Key Results (OKRs). Delivered MVP on time and within budget.

- Led customer discovery process and hiring. Achieved a 75% job offer acceptance rate, and above average conversion metrics.

Research Fellow
Harvard T.H. Chan School of Public Health, Sep 2010 – Feb 2013

- Introduced game theory & causal inference to doctoral seminar. Lecturer job offer (declined).

Economist
The World Bank Group, Nov 1999 – Aug 2006

- Implemented state-of-the-art automated data systems and time series forecasting models. Resulted in more detailed, timely, and frequent reports, with a smaller team.

Education

- **Ph.D. Political Methodology**, New York University, 2010. **Completed in 4 years**.
- **M.A. International Economics**, Johns Hopkins University. **Distinction**.
- **B.A. Politics, Philosophy and Economics**, University of Oxford.

Skills & Competencies

- **Product Strategy & Execution**: Lean Startup, Digital Transformation, Product Roadmaps, Growth Hacking, Business Model Innovation, Scrum, Objectives and Key Results (OKR).

- **Technical Skills**: Causal inference, Machine Learning, A/B Testing, Statistics, Time Series Forecasting, Sampling, CRISP-DM. **Online Certification:** Generative AI with Large Language Models – Coursera, March, 2025

- **Scientific computing**: R, Python (transformers, numpy, keras, scikit-learn, torch, scipy, statsmodel, pandas), AWS, SageMaker AI, Stata, EViews, Stan, SQL, NetLogo, Git.