

# Fernando Martel Garcia

## Contact Details

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## Professional Summary

I combine expertise in causal inference, machine learning, and data science (Ph.D.) with entrepreneurial and leadership experience at startups and Fortune 100. I have led cross-functional teams, developed AI/ML infrastructure, and driven product strategy, experimentation, and business model innovation in large, matrixed organizations. Equally skilled in hands-on technical execution and stakeholder management, I turn ambiguous problems into scalable, data-driven solutions with measurable 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 2-3x annual revenue (\$20B+ over five years). 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 prioritization, experiment design, and test & learn. Achieved 150% of experimentation goal, contributing to team Thrive Score five points above company average.

### 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, Department of Global Health and Population**

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

- Led the introduction of applied game theory and causal inference to flagship doctoral seminar on health systems reform. Resulted in a Lecturer job offer (declined).

### **Economist, Development Economics Vice-Presidency**

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**, Oxford University.

## **Skills & Competencies**

- **Product Strategy & Execution:** Multi-year product roadmap, Enterprise product strategy, Agile product development, OKRs, Digital transformation, Growth hacking.
- **Technical:** Causal inference, A/B testing, statistics, time series forecasting, business model innovation, startups, AI.
- **Scientific computing:** R, Python (numpy, sklearn, pytorch, scipy, statsmodel), Stata, EViews, Stan, SQL, NetLogo, Git.