

ANDREAS KAEMPF

75 Lybury Lane, Redbourn, St. Albans
Hertfordshire, AL3 7JA, England
+44 (0)7786 510 720, andreas.kaempf@soundience.com

PROFESSIONAL EXPERIENCE

Since October 2001 **Soundience, Limited** (“**Making sense of complexity**”)

- Data analytics and business consultancy services for a variety of organizations, mostly advanced quantitative models with web front-ends
- Core tools include R, Python (with Pandas, numpy, SciKit-Learn), SQL, JavaScript, Java, C++, Vensim, optimization, and Linux; also Spark, Google Analytics, BigQuery, Ruby, and node
- Customer analytics (lifetime value, churn, segmentation, subscriber behaviour, promotions uptake, campaign impact) for a film streaming company and a global events magazine
- System dynamics (business simulation) to model strategies for new businesses, including drug launches for two global pharmaceutical firms, loyalty programme economics for a major credit card, and contract bidding tactics for a large UK services firm
- Big data analytics and machine learning for hedge fund trading concept, using Spark, Python, and JavaScript front-end with custom trading optimization algorithm
- Marketing spend effectiveness analysis for a bank, computer manufacturer, and other clients, applying signal processing techniques to measuring ROI of marketing spend
- Agent-based market simulation for formulating marketing strategies for music and car companies, using rule-based swarm behaviour modeling adapted from biology
- Social network analysis for law and consulting firms, using custom web-based software that allows people to define and join groups, and employs graph theory to find connections between people and suggest reorganizations
- Rapidly developed working prototypes of web-based staffing process for a legal firm, customer/tradesperson portal for a home services start-up, pricing expert system for a major grocery chain, and various other ventures, using Python and JavaScript
- In addition to advanced analytics described above, numerous projects involving data exploration and predictive analytics using R, financial and market analyses using spreadsheets, and preparation of presentation exhibits
- Have also devoted significant time to helping several classical music organisations with marketing and strategy issues, including the Philharmonia Orchestra, Monteverdi Choir, English Baroque Soloists, and Yehudi Menuhin School of Music

1997-September 2001 **McKinsey & Company**, London

- Management Consultant (later Engagement Manager), participating on a wide variety of strategy projects in the areas of market development, product launches, electronic commerce, and competitive dynamics
- In addition to generalist role, specialist in the development of computer simulation models to analyse markets and strategy in complex and rapidly changing sectors
- Clients sectors included financial services, pharmaceuticals, airlines, energy, and packaged foods companies

1995-1997 **Pugh-Roberts Associates** (owned by PA Consulting), Cambridge, Mass., USA

- Built complex computer simulation (system dynamics) models to support business strategy consulting, for clients mainly in telecoms and defense
- Developed software to automatically generate diagrams from complex simulation models

1984-1993 **Air Canada**, Montreal, Canada

- Managed one of the earliest groups of PCs at Air Canada, ultimately about 200 networked PCs and supported by a team of 12, for the technical divisions of the airline
- Developed numerous stand-alone and networked computer applications, for scheduling, inventory management, and human resources management

EDUCATION

- 1993-1995 MBA (focus on strategy and system dynamics), **Massachusetts Institute of Technology (Sloan School of Management)**, Cambridge, Massachusetts, USA
- 1987-1993 Bachelor of Commerce (part time, dual focus on Statistics and Information Technology), **McGill University**, Montreal, Canada