

Pep Martí Mascaró Monserrat

Gen AI Lead | Senior Data Science Consultant

My approach marries empathetic stakeholder engagement with robust technical expertise to transform data into strategic assets that drive tangible business outcomes. My goal is straightforward: to lift the teams I lead or am part of to new heights.

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🐙 github.com/pmascaro

WORK EXPERIENCE

Gen AI Lead and Senior Data Science Consultant

British Airways

07/2022 - Present

From 06/2023 Part-time (2 days a week as Gen AI Lead, 3 days as Senior Data Science Consultant)

Achievements/Tasks

◦ **Tasks/Achievements as an AI Lead:**

- Lead in designing and developing scalable Gen AI solutions, involving research, pattern prototyping, and algorithm creation.
- Serve as a subject matter expert, translating business goals into technical solutions. This has enabled us to raise the Gen AI initiative from idea to 4M business case within the British Airways Transformation Connect framework.
- Oversee training, evaluation, and optimisation of Gen AI models, ensuring effective integration and alignment with company growth strategies.

◦ **Tasks/Achievements as a Senior Data Science Consultant:**

- Spearhead data initiatives leading to a 15% efficiency increase in British Airways' Below Wing operation.
- Direct a team of three, streamlining workload, nurturing their analytical capabilities, and leading performance reviews.
- Nominated for UK British Data 2023 & UK DataIQ 2022 Awards for innovative work on the Demand Driven Build project.

Data Science Consultant

British Airways

10/2021 - 06/2022

Achievements/Tasks

- Empowered a team of 12 through training and advice on SQL, Python, GitHub, and AWS Sagemaker.
- Received recognition as the 2021 most influential Data & Analytics practitioner for substantial contributions to the Auto Special Event Planning project.

Senior Revenue Delivery Executive

British Airways

06/2021 - 09/2021

London, United Kingdom

Achievements/Tasks

- Optimised revenue for a portfolio of 10 routes with a £50M annual revenue budget.
- Fostered the growth of a team of seven, overseeing their projects and day-to-day operations.

Revenue Delivery Executive

British Airways

09/2019 - 05/2021

Achievements/Tasks

- Piloted interdepartmental projects leading to a 20% efficiency increase for the Short Haul team.
- Initiated and led the training and skill development of nine new joiners in SQL, Data Models, and SAS.

Revenue Management Analyst

Air Europa

08/2017 - 09/2019

Palma, Spain

Achievements/Tasks

- Identified revenue strategies that played a central role in the 15% Revenue growth of the British, Portuguese and French market.
- Championed reporting automation for a team of 40, reducing workload by 10%.

PROJECTS

Demand Driven Build - Bags Forecast for all British Airways flights (10/2021 - Present)

- Engineered a predictive Machine Learning system to forecast baggage load, boosting infrastructure efficiency by approximately 25%.
- Followed Agile methodology, collaborating with a diverse set of stakeholders to ensure the delivery of reliable end-to-end flow.

Auto Special Event Planning for the British Airways' Short Haul Network (01/2021 - 10/2021)

- Implemented an automated pricing strategy for special events, covering over 180 routes in the Short Haul network, enhancing revenue opportunities.
- Designed a user-friendly interface that optimised workflow efficiency, cutting down working time by approximately 15% for a 20-person team.

EDUCATION

Building Machine Learning Systems That Scale Machine Learning School by Santiago Valdarrama

02/2024 - Present

Description

- A hands-on program focused on creating scalable Machine Learning solutions on Amazon Web Services, guided by industry expert Santiago Valdarrama.

Postgraduate Degree in Data Science and Big Data University of Barcelona

09/2020 - 07/2021

Courses

- Supervised and Unsupervised Machine Learning, Deep Learning, Recommenders, Cloud Microsoft-Azure.

B.S Mathematics University of Barcelona

09/2013 - 07/2017

End-of-degree project

- Stochastic Differential Equations and Applications.

HONOUR AWARDS

Finalist for work on the Demand Driven Build project.
UK DataIQ Awards 2023

Finalist for work on the Demand Driven Build project.
UK British Data Awards 2023

Most influential Data & Analytics practitioner for my work on the Auto SE Planning project.
British Airways Digital Champion 2021 Awards

TECHNICAL SKILLS

