

Ladataanalytics.com

Los Angeles, CA 90025

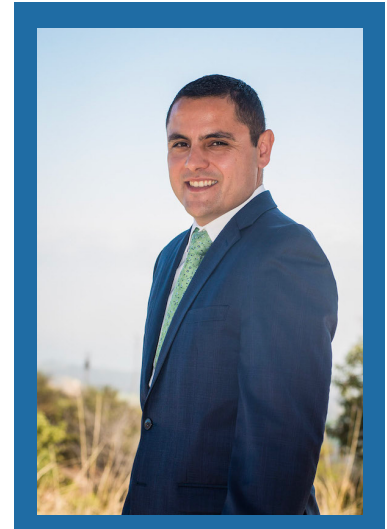
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ALFONSO BERUMEN

**DOCTOR OF BUSINESS ADMINISTRATION
M.S., PREDICTIVE ANALYTICS
M.B.A.**

DATA SCIENTIST & INDEPENDENT CONSULTANT



Alfonso Berumen has over 10 years of experience in consulting where he has provided data-driven economic, statistical, and analytical support to law firms, Fortune 500 companies, government agencies, and private companies operating in a wide range of industries.

His areas of expertise include forensic data studies, construction of analytical databases, and complex data analysis. Prior to providing independent consulting services, he managed project teams of Consultants and Analysts in the analysis of Business and Operations data from defining scope to providing deliverables to clients. As part of several engagements, he has provided deposition testimony related to the methodologies applied to collect and analyze data.

In terms of Data Science tools, Mr. Berumen has extensive experience using SAS, R, and Python to process and analyze data as well as apply various modelling techniques. Further, Mr. Berumen has taught numerous Data Science and Analytics courses with R/R Studio and Python. In addition, he has professional and academic experience in leveraging Data Visualization tools including Tableau and Microsoft Power BI.

He holds a Doctorate in Business Administration from Pepperdine University, Masters in Predictive Analytics from Northwestern University, Masters in Business Administration from the University of California, Irvine and a Bachelor of Arts in Economics from Occidental College.

PROFESSIONAL EXPERIENCE

Representative engagements:

- Currently providing consulting services to a roadway and sidewalk barrier company to develop business model for new market areas. Services include working directly with the CEO to summarize historical customer data and develop a financially-driven strategy. Additionally, services include managing the adoption of new business software and supervision of Summer Intern projects.
- Currently providing consulting services to a delivery and logistics company to transform delivery, revenue, and cost reports into a database. Services have included collaborating with a venture capital firm to create a visual and tabular dashboard in Microsoft Power BI to summarize operating activity and develop key performance indicators.
- Provided pro-bono consulting services to an early stage, app-based venture that included review of the business model, assessment of the potential data required, and advice on algorithms for preparation of materials for investor pitches.
- Provided consulting services to defense counsel in a large consumer privacy matter alleging unlawful recording of sensitive information during consumer calls for a nationwide security systems company. Services included analyzing and summarizing millions of call records related to establishing liability for mediation purposes.
- Provided consulting services to defense counsel in multi-plaintiff matter alleging unreimbursed mileage. Services included researching employee automobile make and model, determining vehicle expenses likely attributable to the employee versus employer, and estimating mileage related to establishing liability for mediation.
- Provided consulting services to defense counsel in both non-litigation (due diligence in property sale) and multi-plaintiff matters alleging missed meals and unpaid overtime at multiple luxury hotel properties. Services included gathering and analyzing data, creating exposure models for settlement purposes, and assisting with claim administration.
- Provided consulting services to defense counsel in large, nationwide multi-plaintiff matter alleging off-the-clock work and unpaid overtime at a large national bank. Services included merging millions of timekeeping, building swipe, and transaction records, performing statistical analysis, and summarizing results related to establishing liability and class certification.
- Provided consulting services to defense counsel in non-litigation matter involving miscalculation of regular rate for sales employees at a high-end specialty retailer. Services included analyzing compensation data to determine proper regular rate, calculating amounts owed to employees based on state requirements, and creating paycheck summary documents for retroactive payments.
- Provided consulting services to defense counsel in large, nationwide multi-plaintiff matter alleging misclassification of assistant managers at a large nation-wide department store retailer. Services included assisting in the design, implementation, and supervision of a nationwide observation study to capture the tasks performed by employees, performing

statistical analysis of the observation study data related to establishing liability and class certification, and providing deposition testimony related to the observation study protocols.

- Provided consulting services to defense counsel in large, multi-plaintiff matter alleging off-the-clock work at multiple warehouse distribution centers in California. Services included the development of both an in-person and video observation study to collect and analyze data on employee activity at the beginning of shifts, the end of shifts, and breaks including time associated with security check procedures when exiting the facility.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging missed meals and unpaid overtime at a department store retailer. Services included facilitating video recording, designing and supervising both an in-person and video observation study to capture the tasks performed by employees, and performing statistical analysis of timekeeping and observation study data related to establishing liability and class certification.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging misclassification of managers at a large nation-wide office-supply retailer. Services included designing, implementing, and supervising a nationwide observation study to capture the tasks performed by employees, and performing statistical analysis of observation study data related to establishing liability and class certification.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging misclassification of managers at a restaurant chain. Services included designing, implementing and supervising an observation study in the state of California to capture the tasks performed by employees, comparing declaration statements to employee activity data captured in the study, and performing statistical analysis of the observation study data related to establishing liability and class certification.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging misclassification of remote/on-the-road territory sales managers at a large tobacco distributor. Services included designing, implementing, and supervising a pilot observation study to capture the tasks performed by employees and performing statistical analysis of observation study data related to establishing liability.
- Provided consulting services to defense counsel in a multi-plaintiff matter brought by gas station/convenience store employees with allegations including wrongful termination and discrimination. Services included reviewing testimony, studying personnel and compensation records, identifying relevant job search durations, and conducting research on comparable jobs to estimate economic damages for mediation purposes.
- Provided consulting services to defense counsel in large multi-plaintiff matter alleging lack of suitable seating. Services included designing and implementing a web-based survey, analyzing survey responses, and creating summaries related to establishing liability and class certification.

EDUCATION

Pepperdine University, Graziadio Business School

Doctor of Business Administration, 2021

Dissertation Research Completed: Effective Use of Data Analytics and Its Impact on Business Performance within Small-to-Medium-Sized Businesses

Student profile: <https://bschool.pepperdine.edu/programs/doctor-of-business-administration/student-profiles/>

Northwestern University

Master of Science, Predictive Analytics, 2017

University of California, Irvine, Paul Merage School of Business

Master of Business Administration, 2014

Certificate in Business Data and Analytics, 2015

Occidental College

Bachelor of Arts, Economics, 2008

EMPLOYMENT

Los Angeles Data Analytics LLC

10/2018-Present: Owner, Data Scientist, & Independent Consultant

Resolution Economics LLC

5/2008-9/2018: Senior Manager; Manager; Senior Consultant; Consultant

ACADEMIC EXPERIENCE

Pepperdine University, Graziadio Business School

10/2019-Present: Instructor of Decision Sciences & Information Systems and Technology Management

- Previously Adjunct Faculty
- MS in Business Analytics Graduate Program Committee Member
- Faculty Developer - 2U Online course for MS and MBA students: Marketing Informatics/Analytics

Courses:

- Decision Sciences: MS in Business Analytics Course - Applied Research/Consulting (Summer 2021)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Summer 2021, Online)
- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Summer 2021)
- Information Systems and Technology Management: MS in Business Analytics Course - Business Analytics and Intelligence (Spring 2021)

- Decision Sciences: MS in Business Analytics Course - Multi-attribute Decision Analysis (Spring 2021)
- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Spring 2021)
- Decision Sciences: MS in Human Resources Course - HR Analytics & Insights (Spring 2021)
- Information Systems and Technology Management: MS in Business Analytics Course - Marketing Informatics/Analytics (Spring 2021)
- Decision Sciences: MBA Course - Quantitative Analysis for Business Operations (Fall 2020)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Fall 2020)
- Decision Sciences: MS in Business Analytics Course - Advanced Statistical Tools (Fall 2020)
- Decision Sciences: MS in Business Analytics Course - Applied Research/Consulting (Summer 2020)
- Decision Sciences: MS in Business Analytics Course - Optimization Modelling (Summer 2020)
- Decision Sciences: MS in Global Business Course - Quantitative Business Analysis (Spring 2020)
- Information Systems and Technology Management: MS & MBA Course - Marketing Informatics/Analytics (Online Course Development via 2U)
- Information Systems and Technology Management: MBA Elective - Marketing Informatics/Analytics (Fall 2019, Hybrid)

University of California, Los Angeles – Extension

4/2018-6/2020: Instructor, Data Analytics & Management

Courses:

- Predictive Analytics (Spring 2020, Online)
- Machine Learning Using R (Winter 2020, In-person)
- Machine Learning Using R (Winter 2020, Online)
- Predictive Analytics (Winter 2020, In-person)
- Introduction to Data Science (Fall 2019, Corporate Education: New Hires at Capital Group)
- Predictive Analytics (Fall 2019, In-person)
- Machine Learning Using R (Fall 2019, Hybrid)
- Introduction to Data Science-Intensive: Machine Learning Using R & Exploratory Data Analysis and Visualization (Summer 2019, Visiting International Students from Jiangsu Province, China)
- Introduction to Data Science (Summer 2019, In-person)
- Predictive Analytics (Summer 2019, In-person)
- Machine Learning Using R (Summer 2019, Hybrid)
- Predictive Analytics (Spring 2019, In-person)

- Machine Learning Using R (Spring 2019, Hybrid)
- Predictive Analytics (Winter 2019, In-person)
- Machine Learning Using R (Winter 2019, Hybrid)
- Machine Learning Using R (Winter 2019, Online)
- Predictive Analytics (Fall 2018, In-person)
- Introduction to Data Analytics (Fall 2018, Corporate Education: Various Staff Levels at Univision)
- Predictive Analytics (Summer 2018, Online)
- Introduction to Data Science (Summer 2018, Hybrid)
- Introduction to Data Science (Summer 2018, Online)
- Predictive Analytics (Spring 2018, Online)

Pepperdine University

Certificate in Introduction to Hybrid Teaching, 2019

PUBLICATIONS

- Alfonso Berumen, and Chad Cavanaugh. “Developing a KPI-Driven Data Strategy – a Peer-Reviewed Academic Article: GBR.” Graziadio Business Review | Graziadio School of Business and Management | Pepperdine University, Graziadio Business Review | Pepperdine University, 29 July 2021, Link: <https://gbr.pepperdine.edu/2021/07/developing-a-kpi-driven-data-strategy/>

SPEAKING ENGAGEMENTS

- 9/18/2021 - Data Con LA - Presentation on Academic Research Completed: “Effective Use of Data Analytics and Its Impact on Business Performance within Small-to-Medium-sized Businesses”. Link: <https://www.dataconla.com/2021-data-con-la/calendar/sept-18/>
- 6/25/2021 - Pepperdine Graziadio Business School DBA & Center for Applied Research Conference - Presented on state of current research
- 9/11/2020 (Launch Date) - Participating Instructor for LinkedIn Learning Course: [A Day In The Life of a Data Scientist](https://www.linkedin.com/learning/a-day-in-the-life-of-a-data-scientist/unpacking-the-data) - <https://www.linkedin.com/learning/a-day-in-the-life-of-a-data-scientist/unpacking-the-data>
- 8/13/2020 - CNC Education Fund - Exploring Census Data Uses in the Central Valley - [Link to presentation recording-](https://www.facebook.com/watch/live/?v=296475091777653&ref=watch_permalink) https://www.facebook.com/watch/live/?v=296475091777653&ref=watch_permalink
- 5/29/2020 - Pepperdine Graziadio Business School DBA & Center for Applied Research Conference - Presented on state of current research
- 4/6/2019 - SatRday LA 2019: Workshop - “Predictive Analytics in R and Prediction Error”. Link: <https://losangeles2019.satrdays.org/>

AFFILIATIONS AND OTHER ACTIVITIES

Member, The Institute for Operations Research and the Management Sciences (informs)

Member, Association for Information Systems (AIS)

City of Los Angeles

4/2019-8/2019: Data Angel (Volunteer Data Scientist)

- For additional detail see the following article: (2019, May 23). Being Civic-Minded About Civic Tech in Los Angeles. Link: <https://datasmart.ash.harvard.edu/news/article/being-civic-minded-about-civic-tech-los-angeles>