

# ALPHONSE DAMAS, Ph.D.

Senior Data Scientist | Applied ML, AI Governance & Decision Systems

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Dallas, TX | Open to Relocation

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**Patent Holder — Risk-Mitigated Certificate of Deposit Product (USAA Bank, 2012)**

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## PROFESSIONAL SUMMARY

Senior Data Scientist with 15+ years of experience developing predictive models, experimentation frameworks, and decision systems supporting customer behavior, pricing strategy, operational optimization, and business growth. Proven ability to translate ambiguous business problems into measurable analytical solutions across financial services, retail, and consumer environments.

Experienced in Python, SQL, statistical modeling, behavioral analytics, and cross-functional product collaboration, with recent focus on explainable ML systems, production decision workflows, and scalable analytics infrastructure.

## PROFESSIONAL DEVELOPMENT

Following the elimination of my position at QVC as part of a company-wide workforce reduction in February 2025, I have focused on strengthening applied machine learning, experimentation, and analytics engineering capabilities while pursuing new opportunities. This has included structured work in predictive modeling, data visualization, workflow automation, governed ML practices, and scalable analytical workflows.

Recent focus areas include explainable AI, behavioral analytics, decision-system reliability, experimentation-oriented analytics, and production-ready analytical workflows applicable to large-scale operational and customer-facing environments.

## CORE SKILLS

### Product & Experimentation Analytics

Behavioral Modeling	Customer Segmentation	Pricing & Incentive Analytics
Experimentation Frameworks	Survey & Preference Modeling	Conjoint Analysis
Decision Systems	Marketplace Analytics	Customer Decision Analytics

### Machine Learning & Statistical Analytics

Predictive Modeling	Classification & Regression	Feature Engineering
Statistical Simulation	Gradient Boosting	Causal Analysis
Model Validation	Performance Optimization	Statistical Experimentation

## Business Analytics & Decision Support

Operational Analytics	Forecasting	Customer Lifecycle Analytics
Business Reporting	KPI Development	Stakeholder Presentation
Operational Optimization	Root-Cause Analysis	Decision Support Analytics

## Technical Skills

Python	SQL	SAS
Tableau	Machine Learning	Statistical Modeling
Data Visualization	Workflow Automation	MLOps Fundamentals
Reporting Tools	Data Pipelines	Model Monitoring

## PROFESSIONAL EXPERIENCE

### QVC — Senior Manager, Data Science

*Dallas, TX | Apr 2019 – Feb 2025*

Led development and deployment of predictive models and operational decision systems supporting customer behavior, fulfillment optimization, and enterprise business performance.

#### Selected Contributions:

- Designed and deployed predictive models reducing customer churn by approximately 50%, generating multi-million-dollar revenue impact.
- Developed optimization models improving supply-chain efficiency, reducing packing time and shipping costs across large-scale operations.
- Designed analytical frameworks to evaluate operational interventions and customer behavior outcomes across enterprise workflows.
- Partnered with cross-functional stakeholders to measure impact of customer-focused and operational initiatives using statistical analysis and model-driven insights.
- Improved predictive performance through iterative feature engineering, validation, and decision-system refinement.
- Communicated model insights and analytical findings to business leadership, translating statistical outputs into operational decisions.

**Position eliminated due to company-wide workforce reduction.**

### FlexMiner Analytics — Senior Manager

*Dallas, TX | Jan 2016 – Apr 2019*

Built and operated scalable analytics platforms supporting automated model development, scoring, reporting, and operational decision support across enterprise client environments.

**Selected Contributions:**

- Implemented governance controls improving data quality validation and execution reliability across production systems.
- Delivered predictive analytics across 15+ operational KPIs, improving client outcomes by approximately 43% on average.
- Developed reporting and analytics workflows supporting stakeholder visibility into model performance and operational trends.
- Partnered with cross-functional business teams to translate analytical outputs into operational and strategic decision-making.
- Supported scalable analytics workflows integrating predictive models into recurring operational reporting processes.

**Aetna — Manager, Analytics**

*Hartford, CT | Nov 2014 – Jan 2016*

Developed predictive analytics supporting healthcare program performance, segmentation, and operational decision-making.

**Selected Contributions:**

- Built segmentation and lifetime value models improving engagement strategies and operational targeting.
- Delivered data-driven insights supporting resource allocation and program optimization across large member populations.
- Supported population-level analytics and behavioral segmentation initiatives across healthcare programs.
- Communicated statistical findings and analytical insights to leadership supporting strategic program design.

**Alliance Data Systems — Manager, Predictive Analytics**

*Columbus, OH | Jan 2013 – Nov 2014*

Developed predictive analytics and behavioral modeling solutions supporting customer lifecycle strategy, pricing decisions, and portfolio performance optimization.

**Selected Contributions:**

- Built predictive lifecycle models supporting customer acquisition, credit risk, and retention strategies across large retail portfolios.

- Designed and implemented survey-based experimental research, including conjoint analyses, to model customer preferences, evaluate behavioral trade-offs, and support product, pricing, and marketing decision-making.
- Developed customer segmentation and response models improving targeting precision and campaign performance across multi-million-record datasets.
- Partnered with business stakeholders to operationalize analytical insights into measurable business and customer engagement strategies.
- Designed and implemented survey-based experimental research, including conjoint analyses, to model customer preferences, pricing sensitivities, and behavioral trade-offs across private-label retail credit card programs, supporting product strategy, marketing optimization, and customer engagement initiatives.

## **USAA Federal Savings Bank — Lead Modeling & Market Analyst**

*San Antonio, TX | Aug 2010 – Jan 2013*

Served as principal modeler supporting pricing strategy, financial risk evaluation, behavioral forecasting, and portfolio analytics across enterprise banking products.

### **Selected Contributions:**

- Developed pricing and risk simulation models supporting enterprise financial product strategy and customer behavior forecasting.
- Designed statistically rigorous simulation frameworks evaluating portfolio performance and customer response scenarios.
- Co-developed patented risk-mitigated certificate of deposit product improving pricing flexibility while managing withdrawal risk exposure.
- Delivered portfolio-level analytical insights supporting executive financial decision-making and product strategy.
- Applied statistical simulation techniques to evaluate customer and portfolio behavior across multiple financial scenarios.

## **EDUCATION**

### **PhD — Quantitative Psychology**

University of Virginia

### **BA — Sociology / Psychology**

University of Richmond

## **HONORS**

USAA — Patent: Risk-Mitigated Certificate of Deposit Product (2012)

QVC — Leading with Purpose Award (2020)

Aetna — Two-Time Hackathon Winner (2015)