



ANGELA BASSA

ABOUT

Angela Bassa is a Data Science and Analytics expert and builder of high-performing teams. She is a renowned keynote speaker and author, with credits including the



An MIT-trained and award-winning mathematician, she has almost 20 years of experience across industries—spanning finance, life sciences, agriculture, energy, digital marketing, software, and robotics.

CONTACT

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SKILLS



DATA MANAGEMENT



STORYTELLING



ANALYSIS



STRATEGY



ALGORITHMS



PRODUCT

PROFESSIONAL EXPERIENCE

2020 • **iRobot** { I started the data science team at iRobot to unlock the value of its available data (robot, customer, operations). We generated immediate ROI to justify the significant initial investments, and placed smart architectural bets to ultimately deliver on the promise of a truly smart home.

Before the acquisition, the Data Science and Analytics team had 40 professionals informing enterprise decisions and delivering delightful data-powered experiences to our customers.

2015 • **enel x** { Inaugural Data Science leader, built up team delivering **MIT**-winning applications that run at global, near real-time scale for millions of data-streams; I also led development and maintenance of our data stores, relational, graph, and "Big" databases, alerting systems, and serverless frameworks.

As Director of the Advanced Analytics Consulting team I developed multivariate methodology for loyalty assessment, with 4x ROI, and increased team billability from 65% to 78%.

2010 • **KROMITE** { Wrote **informatics** Edelman Prize-winning 10K+ line Stochastic System Simulation, built model to quantify benefit-risk of a biologic for submission to **FDA** advisory committee; and presented disease burden model findings at **WHO** World Health Organization in Geneva.

I developed a neurology strategy for mid-size biotech to guide US\$80Mn discovery and in-licensing budget, designed target product profile, late-stage development plan, and decision tree strategy for metabolic asset with peak sales of \$1.4Bn, and created segment mapping, patient flow, and market forecast for 3 New Drug Entities.

2005 • **Morgan Stanley** { As an Investment Banking Analyst, I evaluated capital structure for US\$1.8Bn. **ASSURANT** IPO leveraged by \$1Bn issue and developed credit risk analysis to aid pricing and legal strategy for \$600Mn multi-lien restructuring offering.

ACADEMICS

- 2014 • **S. C. Johnson Graduate School Of Management; Data-Driven Marketing** cert., Cornell University May 2014.
- 2003 • **MIT** Massachusetts Institute Of Technology; **Mathematics** Sc.B., June 2003. Minor in Economics. Recipient of **2002 Provost Research Grant**.

ACCOLADES

- Articles published in **Studies in Applied Mathematics** and in the **Journal of Graph Theory**
- Co-Inventor of 50+ US, EU, and AUS **patents**
- Nationally-ranked **Martial Artist**, **SCUBA** Instructor