



## CONTACT

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## PROFILE

- Senior data leader with 11 years of experience in different industries and countries
- Ph.D. from a leading U.S. research university
- Peer-reviewed publications in top econometrics journals
- Experience teaching graduate- and undergraduate-level courses in machine learning and statistics
- Guest in data science podcasts, speaker in data science conferences

## SKILLS

- Machine learning
- Econometrics
- Statistics
- Python
- SQL
- GCP
- R

## LANGUAGES

- English (fluent)
- Portuguese (native)
- Spanish (listen/read/speak)
- French (listen/read)

# THIAGO MARZAGAO, Ph.D.

Head of Data Science at Fitbod

## RECENT EXPERIENCE

### Fitbod

2021 - PRESENT

Head of Data Science

- Set up Fitbod's A/B testing methodology, standardized it across all squads, evangelized the importance of a data-driven culture.
- Rewrote Fitbod's recommender engine in Python and migrated it server-side. That:
  - **Boosted A/B testing velocity by 8x**
  - Unlocked the use of more powerful AI models
- Designed and analyzed A/B tests of my own and oversaw A/B tests run by my team. Those A/B tests boosted several metrics including **conversion (up to 13%)** and **strength gains (up to 6%)**.
- Oversaw my team in developing machine learning models.
  - Ex.: the world's first Large Workout Model (exercise recommender based on an LLM architecture)
- Oversaw my team in projects that led to **2 patent applications**.
- **Hired, mentored, and promoted** data scientists to senior roles.
- Participated in Fitbod's overall **business planning** and helped build the **product roadmap**.

### Government of Brazil

2014-2021

Data Scientist

- Trained a model that helps the Comptroller-General of Brazil choose which municipalities to audit. **Total auditable budget was US\$ ~3.6 billion.**
- Co-developed and maintained CEREBRO, an app that screens federal procurement data for evidence of bid rigging. **Total auditable budget was US\$ ~5.9 billion.**
- Trained a model that estimates the price of government-owned real estate properties, to help the government auction them off.
- Mined the database of covid economic relief to find cases of fraud.
- Trained and mentored data scientists in multiple government agencies.

### several universities

2016-2018

Adjunct Professor

- **Taught statistics and machine learning** at private and public universities in Brasília: UnB (machine learning; graduate level), IESB (machine learning; graduate level), IDP (statistics; undergraduate level).

## EDUCATION / TRAINING

### Ph.D., Applied Econometrics & Machine Learning

2010-2014

Ohio State University (Department of Political Science)

- Fulbright scholarship.
- Built the world's first machine-coded democracy index, using ML.

### Program on Negotiation

2008

Harvard/MIT/Tufts joint program

- Program on Negotiation for Senior Executives
- Dealing with Difficult People and Difficult Situations
- Negotiating Complex Business Deals