

Eric Goldsmith

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An experienced, hands-on technologist and leader, I am skilled at extracting insights from data to inform and drive decisions

Professional Experience

TED Conferences, LLC **Data Scientist** 2013 – present

Enabling a more data-driven organization, using deep analytics and improved tooling and reporting, to provide timely data insights in support of business objectives.

- Built out a hybrid analytics organization; a combination of staff distributed throughout the organization, with centralized direction
- Led deployment of Google Analytics Premium, and leveraged integration with DoubleClick for Publishers (DFP) and BigQuery
- Developed unique and compelling data visualizations to better communicate complex data and results
- Guided development of A/B testing tools and techniques, to enable fact-based decision making for product direction and optimization
- Extensive experience with the R statistical programming language for data manipulation, modeling and visualization
- Built usage forecasting models to provide data for revenue planning
- Developed data visualization and exploration tools with the Shiny web application framework
- Prototype work with predictive analytics and machine learning for trending identification and content recommendation

AOL, Inc. **Analyst & Architect roles** 2003 – 2013

Technical leader and architect for cross-organizational and company-wide efforts in Web performance and “Big Data”. Performance evangelist and public speaker at industry conferences.

- Pioneered collection of real user metrics (RUM), to provide deeper web performance insights than available with synthetic measurement tools
- Led program to collect, house and report Web usage data, leveraging large-scale analytic technologies (e.g. Hadoop, Pig, Hive, etc.)

Eric Goldsmith *continued*

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- Led efforts to build and enhance internal tools to provide automated performance measurement & reporting, supporting a self-service model
- Created techniques for identifying correlations between operational performance metrics and business usage metrics, to help quantify the impact of product quality on product usage
- Provided direction and oversight for team of analysts, with emphasis on providing information and insight rather than simply reporting data
- Defined and developed visualization and reporting techniques to better convey product performance and quality information
- Guided data privacy efforts, including privacy policy, cookie handling, and tracking protection (aka Do Not Track)
- Speaker at industry Conferences (Velocity, CMG), Summits (Velocity, IAB), Webinars, and Meetups
- Formed and co-lead an Interactive Advertising Bureau (IAB) working group to improve ad load speed

Goldsmith Tech Arum IT	Owner Sr. / Lead Engineer	2002 – 2003
Provided IT outsourcing to small and medium-sized businesses		
SmartPipes, Inc.	Sr. R&D Engineer	1999 – 2002
Designed and developed router-based, managed VPN services		
UUNET, Inc.	Sr. Product Engineer	1998 – 1999
Developed private network remote-access products		
Applied Innovation, Inc.	Sr. Systems Engineer	1996 – 1998
Developed Internet-access products for the telecom industry		
CompuServe, Inc.	Systems Analyst	1993 – 1996
Developed systems management tools and Internet-access products.		

Education

The Ohio State University	Computer Science, Bachelor of Science	1993
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