

GREG DETRE

Advisor and coach for data/technology teams

Successful co-founder/CTO (tens of millions of users, Fortune 50 clients, totalling \$100m valuation)

greg@gregdetre.co.uk

www.gregdetre.co.uk

Machine learning expert (Oxford/Harvard/Princeton)

07967 024210

EDUCATION

Princeton University (2004-2010) - PhD, Psychology & Neuroscience

Pushed state-of-the-art in mind-reading from brain scanners, led development of widely-used machine learning toolbox for brain imaging, and co-ordinated prize-winning entries to international DARPA competitions.

Published in top journals, co-winner of Young Investigator Award.

Harvard University (2002-2003) - Visiting graduate student on prestigious Frank Knox Fellowship, studying Artificial Intelligence

Oxford University (1999-2002) - BA Philosophy, Psychology & Physiology (1st-class honours)

EMPLOYMENT

Channel 4 - Chief Data Scientist (2016-2019)

Leading a dozen data scientists, **senior commercial & creative stakeholders**, running data products generating millions.

Developed a flurry of **new and prize-winning data products across advertising, personalisation and forecasting**, highlighted by CEO and co-opted widely.

Winners of DataIQ 2019 **'Best data and analytics team'**, and a half-dozen other awards.

Rebooted team culture; designed & ran intensive and hugely successful **internal training & innovation programme**; central role in major infrastructure re-development.

Big Health/Sleepio - Chief Technology Officer (2014-2016)

Responsible for hiring, strategy and success of engineering team, technical architecture & infrastructure, and data flows & analysis, reporting to CEO.

Multiple **major rollouts to Fortune 50 & 500 companies, all successful**, culminating in \$12m Series A from top investors in London & Silicon Valley.

Led development of brand-new **best-in-class sleep therapy iPhone app** in 4 months (featured by Apple as part of iOS 8 launch, reached #3 US iTunes Health & Fitness).

Replaced **complex legacy codebase** with a more scalable, secure and extensible API and infrastructure (without major downtime or disruption).

As Security & Privacy Officer, rewrote security & privacy policies from the ground up, and brought to full HIPAA compliance.

The Guardian - Consultant senior data scientist (2013)

Advising senior management on data analysis & strategy.

Led a new team building **large-scale data warehouse** from scratch.

Developed novel machine learning approaches and tools to understand clusters of user behaviour, and to visualise large-scale content patterns.

Memrise.com co-founder, Chief Technology Officer (2008-2012)

Second-largest language learning app in the world (tens of millions of users), featured in e.g. **NY Times, Wired, BBC, Guardian**.

Jointly responsible for **strategic vision & key business decisions**, and for raising from top VCs in UK and US.

Hired and managed a very successful technical team for 4 years.

Led the design and development of a novel, highly-effective platform for crowd-sourced vocabulary learning at scale, based on strong scientific evidence.

SKILLS

Deep & broad managerial experience: built multiple teams **from scratch to world-class** level, worked with **senior management**, integrated well into existing teams, managed junior & senior team members, on-site & across continents, diversity & inclusion policies. **Hired, managed, trained and mentored** dozens of managers, engineers, data scientists, product managers, and designers.

Architecture: **complex/scalable/robust production systems**, re-platforming, project management with tight resources and strict deadlines, continuous integration & deployment

Scientific computing: worked with large datasets in production; machine learning including deep learning, analysis/modelling/visualisation; using Python (including Pandas, Spark, TensorFlow), Matlab, R and others.

Full-stack web development: including Python (Django/Flask), SQL (MySQL, Postgres, Redshift), HTML/CSS, Javascript (React, jQuery), Linux sysadmin, CI/CD, many AWS services, database administration, version control (Git, Subversion).

Product management: experiment design & AB testing, web analytics, gamification, Kanban & agile development.

Information security/privacy/compliance and data protection: especially HIPAA (US), also some ISO27001/HITRUST (US), NHS (UK), GDPR (UK).

REFERENCES AVAILABLE UPON REQUEST