

# Jeffrey Edwin Seifried

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## SKILLS

python, spark, xgboost, scikit-learn, keras, SQL, elasticsearch, cassandra, airflow, bash, git, docker

## EXPERIENCE

**Technical Lead** Yelp *2018-07 – Present*

- Own the technical roadmap for using statistical and machine-learned models to optimize lifetime revenue from sales and marketing processes
- Work with engineering and product team leaders to identify large, open-ended problems and solve them with a mixture of ad hoc analysis, predictive models, experimentation, and simple heuristics
- Design and build platforms which are robust, scalable, and easy to change: machine learning feature stores, online inference, model retraining and deployment, and experimentation
- Productionize models for conversion, spend, survival, uplift, delinquency, and causality
- Mentor data engineers, data scientists, and machine learning engineers in pragmatic and collaborative engineering practices

**Engineering Manager** Yelp *2016-05 – 2018-06*

- Led the traffic quality team in defending against click fraud, content scrapers, and other bots
- Grew the team from three to thirteen engineers while cultivating a healthy and collaborative culture
- Distilled complex analyses for clear and simple communication to a variety of stakeholders

**Data Mining Engineer** Yelp *2014-04 – 2016-04*

- Founded an adversarial data mining team, built the trust of partners, and established its role and direction within the greater engineering organization
- Designed and built the traffic classifier system which identifies click fraud and bot traffic for Yelp public metrics
- Conducted succinct analyses in an evolving and uncertain ecosystem to identify and combat fraud
- Constructed ETL's and improved recall and latency of the ad delivery information retrieval system

**Nuclear Energy  
Postdoc and Lecturer** University of California, Berkeley *2012-01 – 2013-12*

- Built massively-parallel simulations for particle transport, thermal-hydraulics, and nuclide depletion of nuclear energy systems
- Developed software which improved simulation accuracy and reliability and accelerated research for the entire team
- Taught a nuclear reactor physics course to 36 students and mentored six graduate researchers

## EDUCATION

**University of California, Berkeley** *December 2011/2007*  
Ph.D. and M.S. in Nuclear Engineering

**University of Maryland, College Park** *May 2006*  
B.S. Cum Laude in Nuclear Engineering With Honors

## INTERESTS

Stargazing, rollerblading, making a delicious cup of coffee