

# Justin D. Norman

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## SUMMARY

Justin Norman is an experienced technical leader, with specific achievements in data science, enterprise data engineering and machine learning. He seeks to transform organizations through the practical use of technology, focused on outcomes.

## QUALIFICATIONS AND SKILLS

### Functional

- Enterprise Technology Strategy
- Process Improvement, Continuous Delivery
- Machine Learning Strategy and Methodology
- Contract Negotiation and Management
- Data Privacy and Governance
- People Management & Mentorship
- IT Cost Analysis
- Client Relationships and Engagement

### Technical

- Applied ML (Recommender Systems, Federated ML)
- Data Analysis Tools (R, Python, Spark)
- Visualization (D3.js, ShinyR, Tableau Server, Spotfire)
- Cloud App Deployment and ML Operations
- Application and Network Performance Management
- Backend Web Architecture
- Large Scale Data Platforms (Hadoop, S3, Redshift)
- Relational Databases (PostgreSQL, MySQL)

## EXPERIENCE

**PhD Student** 11/2019 – Present

San Francisco, CA

### University of California, Berkeley

- As a PhD Student in Hany Farid's Lab I focus on research projects centered around Computer Vision, Digital Photo Forensic Science & Data Science.
- Key Projects Include: Image Duplication Detection in Medical Images, Photographic forensic identification technique evaluation.

**Yelp** 11/2019 – 01/2022

San Francisco, CA

### Vice President, Data Science & Analytics

- Responsible for five functional Product Data Science teams and a Data Product Management team, as well as the Yelp DS/ML experimentation platform (Bunsen) and the Core Machine Learning Platform.
- Provides strategic leadership in Data Science, Analytics and Data Engineering to the Chief Product Officer, CTO, CEO and Executive Leadership Team

**Cloudera Fast Forward Labs** 06/2018 – 11/2019

San Francisco, CA

### Director, Research and Data Science

- Serves as the head of machine learning research at Cloudera, supervising a diverse team of 20 research engineers, 2 Data Science Managers, 1 Front-end Designer/Developer and 1 Technical Program Manager and 6 ML engineers
- Leads the Machine Learning services business, responsible for business development, technical execution and client relationship management for a \$6M+ P&L
- Responsible for development, delivery and technical writing contributions to quarterly [Research Reports](#)
- Provides thought leadership through [public speaking](#), [writing](#) and [conference appearances](#)

**Fitbit** 01/2018 – 06/2018

San Francisco, CA

### Senior Manager, Applied Machine Learning

- Responsible for leading an production ML research and engineering team, with the goal of designing, developing and deploying Machine Learning-enabled applications that improve health and fitness outcomes for Fitbit users

**Cisco Systems** 03/2016 – 01/2018

San Jose, CA

### Senior Manager, Enterprise Data Science Office

- Responsible for building, engaging and developing a highly talented, cross-functional team of Data Scientists, Process Experts and Analytics professionals, focused on providing corporate-level leadership in advanced analytics
- As the Chief Data Scientist and Data Science Execution leader at the Cisco Process and Analytics Center of Excellence, responsible for model selection, development, training, validation, testing and deployment of Data Science products for a portfolio of 18 corporate-level data-driven initiatives
- Maintains a multi-million dollar budget, including line items for procurement, headcount, T&E and training

- Served as the responsible manager for a team of 27 direct reports and 4 matrix reports

**Cisco Systems** 04/2015 – 03/2016

San Diego, CA

**Delivery Manager, Advanced Services**

- As a Delivery Manager, supervised the activities of a highly skilled, cross-functional full stack solutions team with ultimate responsibility for customer satisfaction and delivery assurance.
- Responsible for developing, scaling and supporting all client analytics and data visualization products for the region
- Managed overall current operations for the \$17 million US Navy and Marine Corps customer portfolio, including resource management, executive briefings and product and service evangelism
- Served as the responsible manager for a team of 10 direct reports and 2 matrix reports

**Cisco Systems** 04/2012 – 04/2015

San Diego, CA

**Program Manager, Advanced Services**

- Responsible for the financial health, reporting, deal scoping and resource use for 12+ IT Network services projects of various technology type, with a total portfolio revenue of over \$17 million, and a year-over-year revenue of \$7 million.
- As the PMO Director for the Maricopa County Complex Network Refresh Program, Justin led a cross functional, 16-member team through the delivery of a 7 Project, \$4.35 million professional services portfolio. Successfully led the Cisco Maricopa team during the requirements gathering, design, Bill of Materials development and ordering phases of an \$11.0 million total product order.

**Booz Allen Hamilton** 12/2011 – 04/2012

San Diego, CA

**Network Integration Engineer**

- As an Integration Engineer, was responsible for big data platform design, analytics, and implementation of Enterprise IT systems, with a focus on Distributed Cloud Applications serving over 7,500 mobile users.
- On a \$4 Million contract, developed secure network and systems solutions for enterprise IT architectures, often involving emerging technology such as context-aware wireless networks and zero client applications.

**United States Marine Corps** 08/2010 – 12/2011

Afghanistan / San Diego, CA

**Network Operations and Systems Officer**

- As the project lead, planned, implemented and maintained the SolarWinds Enterprise Network Monitoring and Systems Intelligence platform on three separate networks of varying classification, providing a network management solution responsible for monitoring over 1,100 enterprise network devices serving over 25,000 users.
- Was integral to the award of the \$120 million dollar+ Camp Leatherneck Wireless Internet contract, serving as the lead technical evaluator during the source selection board process.

**United States Marine Corps** 10/2009 – 08/2010

Helmand Province, Afghanistan

**Deployed Enterprise Network Operations Center Senior Watch Officer**

- Led all troubleshooting efforts and the coordination and execution of 2,520 network events for a deployed enterprise network supporting over 25,000 users.
- Utilizing K-means and Latent Semantic Analysis based models, planned, developed and implemented a custom Data Visualization & Analytics Platform to monitor and proactively classify network events

**United States Marine Corps** 05/2007 – 10/2009

San Diego, CA

**Strategic Communications Network Integration Manager / Operations Officer**

- Planned, coordinated and supervised the installation and maintenance of a telecommunications architecture and associated services, to include a satellite teleport providing world-wide non-secure Internet access, secure Internet, email services and telephone services to over 200 users.
- Was responsible for the inventory, maintenance and supervised the modification of all equipment contained within a responsible individual account of 459 items, with a total dollar worth of over \$9 million.

**United States Navy Reserve** 06/2002 – 10/2003

**Information Technology Technician**

EDUCATION

- **University of Southern California, Marshall School of Business** — Master of Business Administration (2015)
- **University of Southern California, Marshall School of Business** — Masters Certificate in Tech Commercialization (2015)
- **United States Naval Academy** (Annapolis, MD) – Bachelor of Science in Computer Science (2007)

CERTIFICATIONS

- **Project Management Professional (PMP)** – 2011 (Renewed 08/2020)
- **INFORMS Associate Certified Analytics Professional** - 2017
- **ITIL Foundation** - 2009
- **CompTIA Security+** - 2008