CHRIS ROBSON

For portfolio information visit www.cjrobson.com

Overview

Accomplished AI, analytics, and data-science visionary known for a remarkable blend of cutting-edge technical proficiency, astute business acumen and exceptional leadership skills. Successful in building, refurbishing, and coordinating high-performance teams in both insights and development. A dynamic and inventive professional driving innovation in the field by building, nurturing and directing exceptional teams.

EXTENSIVE EXECUTIVE-LEVEL EXPERIENCE IN AI, ANALYTICS AND TECHNOLOGY

- Experience building world class Research and Insights Data Science teams
- Chief Innovation Officer for a major market research company
- Founder and Chief Scientist at two successful analytics consultancies
- Extensive experience setting the vision, direction and execution plans for advanced data-science and insights teams

PROVEN BUSINESS LEADERSHIP

- Overseen delivery of major software projects
- Built, re-furbished and re-tooled analytics and technology departments
- Strategic thinker with extensive executive experience

ACKNOWLEDGED THOUGHT LEADER

- Regular speaker at industry events on AI and Analytics topics
- Regarded as an industry expert in Synthetic Data and associated technology
- Long history of cutting-edge product development
- Seven US Patents granted

BROAD TECHNICAL SKILLSET

- Math/Statistics background
- Expert in Research and Analytics Methodologies
- Fluent in Python and all AI and data science related libraries

SPECIALTIES

- Application of AI and ML Technologies
- Data Science / Marketing Science
- Market research methodology
- Technology management

Experience

Vice President, Managed Services, QuestionPro

AUGUST 2024 – PRESENT

As VP Managed Services I lead a global team of Analysts and Researchers who provide programming, analytics and research project management to our clients. I also provide thought leadership to the company and our clients, including working with our expert team in driving the use and adoption of new technologies including LLMs and AI. As part of this I am defining and driving the development of the company's Synthetic Data offerings.

Senior Director, Global Data Science at Human8

AUGUST 2022 – AUGUST 2024

Human8 (formerly Gongos) is a global Insights and Customer Success consultancy. In my role as Senior Director of Global Data Science I coordinated a team of data scientists and provided consulting on methodology, data science and insights techniques to both internal stakeholders and clients. I was active in providing the vision and direction for incorporating advanced AI in our Insights Platforms, including capabilities including the use of LangChain, Vector Stores and the Azure/OpenAI API.

Chief Scientist / Co-Founder at Deckchair Data LLC

MAY 2018 – JULY 2022

Deckchair is a modern analytics and insights company, specializing in data strategy, data science, advanced quantitative methods and working with complex data sets.

As Chief Scientist I have been active in many advanced analytics activities, including:

- Development of an AI classification engine based on early beta access to the GPT-3 System
- End-to-end development of custom behavioral simulators delivered as SaaS tools
- Analysis of behavioral clickstream data and integration with research and other datasets
- Data Strategy consulting with several industry clients
- Application of advanced Insights methods such as Bayesian / Probabilistic models, Discrete Choice Models and Text Classification using Word Vectors, LDA and AI

As part of a small boutique company, I also have extensive responsibilities working directly with clients and providing consultation and support.

Chief Innovation Officer and Head of Research Sciences at ORC International (Now Big Village)

MARCH 2013 – MAY 2018

As Chief Innovation Officer I was a key member of the global executive team. My role included identification of global disruptive trends within our industry and in our clients' industries, and to guide us on robust innovation strategies to ensure business success. As the most senior analyst/market scientist in the company I was active in all strategic discussions, including having significant input to the development of our technology platform.

I also led a team of 28 analysts, methodologists and statisticians located between Cincinnati, New York and London. I was brought in to unify the team (who originally came from different acquired companies) and to set the direction for the newly formed Research Science Center of Excellence. I extensively re-tooled the team with more modern data science skills. The team provided all analytic support to the company's clients globally.

I spent a significant amount of my time face to face with clients acting as an advanced analytics and innovation consultant.

Chief Scientist / Co-Founder at Parametric Marketing LLC

JUNE 2003 – MARCH 2013

Parametric was a boutique marketing analytics consultancy that specialized in analyzing consumer behavior and advising companies on the financial implications of product, brand and promotional decisions.

Companies we worked with ranged from large, multi-line global players to more specialized, mid-sized firms. We were also called upon regularly by other marketing research companies for advanced consulting and modeling.

The company was eventually absorbed into ORC International (at the time our largest client).

Independent Marketing Analytics and Modeling Consultant

2001 – 2003

Consultant to multiple companies, including HP and Tripwire. Technical advisor to several small start-ups.

VP Engineering at WebCriteria

2000 – 2001

Cutting-edge web-analytics start-up. Built up world-class development team. Implemented cross-departmental product definition processes, building a strong partnership with marketing and business functions. Team was responsible for the development of Site Analyst, described by Forrester as "a smart - and unique - choice for Web Managers struggling to define success metrics". Product was eventually sold to Coremetrics and then acquired by IBM to become IBM Digital Analytics.

R&D Manager at Hewlett Packard

1997 – 2000

Multiple senior roles in all functions, including:

- R&D Manager for HP's Commercial Print Services (70+ global reports and $10M+ Budget responsibility);
- Future Product Marketing Manager for Internet Print Services and Consumer Appliances.

Department Manager at Hewlett Packard Laboratories

1987 - 1997

HP Labs Research Department Manager for Mobile and Distributed Systems managing a team of twenty advanced researchers in the area of self-modifying hardware and software systems.

Included a two year secondment to HP Corvallis, Oregon as software project manager for an advanced palmtop device.

Senior Engineer (Mathematician) at Plessey Radar

1984 – 1987

Mathematician building statistical models of complex electronic systems (in FORTRAN/NAG). Named Plessey Company "Young Engineer of the Year 1986"

Education

BRUNEL UNIVERSITY OF WEST LONDON: BSC HONS, MATHEMATICS
1980 – 1984

Miscellaneous

- Past President of the Insights Association NW Chapter
- Comfortable with extensive business travel and managing global teams
- US Citizen, born in England
- Outside of work I teach meditation, tinker with electronics and play music badly.