**Michael S. Morgan, PhD – Background Narrative, September 2017**

***General career history.*** Beginning in 1987, I have spent my career in marketing science and marketing analytics[[1]](#footnote-1). This work began with my PhD program in marketing science, studying under Dr. Frank Bass at the University of Texas at Dallas. I taught courses in consumer behavior, marketing research and marketing science at Cornell University for six years. Since then, my commercial work for clients has focused largely on (a) marketing research studies (for which I have end-to-end skills and experience buying and using sample), (b) database marketing models (for which I can create and execute predictive and classification models) and digital (website and email) testing and response analysis (in both designed experiments and study of clickstream data).

***Recent work in data science.*** During the past two years, I have worked as a data science contractor at Verizon, Inc. in Irving, Texas, working with a database of 6 million video and internet residential customers, 400,000 business customers and 12 million supply chain records. This has involved programming, testing and modeling responsiveness to offers of single product subscriptions, packages (bundles), promotional contract benefits and other customer relationship areas. Much of this work has simultaneously focused on what differentiates one type of customer from another. My hands-on programming skills, previously SAS, SPSS, Excel VBA, R and SQL, now include some very useful tools from C++, Core Java, Hadoop/MR and Python models for web scraping.

***Live projects for Morgan Analytics.*** Just FYI, I am currently building a program for large, distributed web-scraping clusters using Hadoop and Python, and then using some NLP algorithms to feed-forward to a new kind of sales and profit optimization program. This will hopefully provide something that has been missing from data science-based regression and classification models based on the company’s own customer base. That missing element is the competitive context, for which information is on the web.

***Very important note.*** Though I love statistical data science and big data modeling, my greater interest in every engagement has been to help design data-driven strategies. These include building plans for optimizing supply chain management, measuring long-term customer value for selective promotions based on message and targeting plans, and determining new acquisition offers within the space of my client’s capabilities. Although building models is interesting, satisfying and helping the client to build his/her business has always been my top concern.

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1. Prior to that time, I worked in hospitality management at the local and regional levels. [↑](#footnote-ref-1)