

Celine Van Damme, Ph.D.

Expert Witness, Senior Economist and Data Scientist

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Summary

- Ph.D. Applied Economics with more than 15 years of experience in data science/analytics
- Published academic papers on semantics, ontologies, and data analysis, which were accepted and presented internationally (see <http://celinevandamme.com>)
- Previously worked for Google's Adsense and Ad quality teams
- Extensive experience working with and analyzing large data sets both in ad tech and the financial industry using statistical analysis / ML
- Strong with R, C++, Python, MySQL, PHP, Linux tools, Bash, Git
- Languages: English, Dutch, French, and German

Litigation Consulting

- **JKSoft, Inc. v. Innoas, Inc., Feb 2022 - Present**
 - Jurisdiction: U.S. District Court for the District of New Jersey
 - Counsel: Choi Law Group
 - Nature of Suit: Trade Secret, Copyright
- **Class action lawsuit - financial institution, Oct 2022 - Present**
 - Counsel: available upon request

Experience

Co-founder and Principal Data Scientist, *Noisetron LLC*, **Burlingame, CA, January 2013 - present**

- Provide software engineering, quantitative research, and data science contracting services.
- Experience working with large data sets and building predictive (trading) models for the financial industry in crypto and regular markets (futures).
- Experience with online advertising and growth marketing, including building custom software tools for large-scale data analytics using various languages such as Python, Perl, and C++
- Database design, maintenance, and query development using MySQL, PostgreSQL, and SQLite
- Developed custom software to read, extract, and process historical Market Data Package Captures (PCAP) datasets in C++

Co-founder and Senior Data Scientist, *Percussa (via Noisetron LLC)*, **Los Angeles, CA, January 2013 - present**

For Percussa I primarily focus on data science, analytics, advertising, and growth marketing:

- Co-created and promoted two Kickstarter campaigns, one of which was funded by 314%
- Designed and developed email marketing automation tools using PHP, MySQL, and Mailgun API
- Created, measured, and managed Facebook and Adroll advertising campaigns
- Developed a custom analytics dashboard using Clicky Analytics API, MySQL, and PHP to visualize the website analytics and email marketing data

I also worked on Percussa's websites and internal tools, for example:

- Built a custom ordering system in PHP with Stripe integration
- Set up and managed several Amazon AWS instances (EC2, S3)
- Set up discourse forum software and built a user community

- Designed and developed a custom web calendar in PHP and MySQL
- Designed and developed custom CRM system

Analytical Linguist, *Google*, **Los Angeles, CA, May 2014 - October 2014**

- Supervised and monitored the quality of ad training data sets created by human evaluators
- Evaluated and tested human ad evaluation templates
- Proposed strategy to automate customer support for human ad evaluators

Senior Strategist, *Google*, **Mountain View, CA, May 2013 - April 2014**

- Created new strategies to increase the revenue of AdSense publishers by analyzing large data sets and developing custom tools using Bash, MySQL, and Python
- Automated the process of pulling data for existing marketing campaigns by writing Python scripts which reduced the time to prepare campaigns significantly
- Wrote custom software to parse through ad log data using Google's internal scripting tools to create new ad recommendations for publishers

Data Scientist, *Vungle*, via Noisetron LLC, **San Francisco, CA, February 2013 - April 2013**

- Optimization of ad display algorithms through statistical analysis using Perl, MySQL, Weka, and R
- Generated dashboards from the ad data reported back from mobile games using SQL and Perl
- User classification based on mobile ads data using K-means clustering in Weka

Co-founder, *Percussa*, **Belgium, October 2011 - December 2012**

- Built marketing automation tools to optimize marketing and sales efforts within the company, such as automation tools for Twitter and Facebook using Twitter API, Facebook API, and SQLite databases
- Increased sales with 50% by conducting analytics initiative to profile customers and identifying new market segments
- Reduced bouncing and exit rate on website with 40% by reorganizing the information architecture of the company's website and by creating several landing pages, each focused towards a specific customer segment
- Increased search engine traffic with 50% by setting up an SEO strategy and implementing a link building program increasing the ranking of the company's website significantly

PhD Researcher and Assistant Teacher, **Vrije Universiteit Brussel (VUB), Belgium, September 2005 - 2011**

- Graduated with PhD thesis focused on data science / text mining, titled "[Unlocking knowledge through corporate tags](http://celinevandamme.com)" (available for download at <http://celinevandamme.com>)
- Analyzed big data sets for large European retail chain, consisting of internal messages and metadata created by over 10K employees, resulting in identification of key knowledge centers
- Created dashboards and business intelligence tools to extract knowledge from data sets
- Created custom software and MySQL queries to extract, load and transform (ETL) the data into the database, clean the tags with NLP techniques and analyse tag data using data mining
- Taught programming classes to undergraduate and graduate students of the business school (Delphi, Java, HTML and CSS)
- Taught Software for Management course (advanced use of Excel)
- Published 14 papers between 2004 and 2010, accepted by international publications, and presented at several international conferences on semantics and data analytics (<http://celinevandamme.com>)

Functional Analyst, **Van Marcke, Belgium, December 2004 – August 2005**

- Responsible for implementing a CRM system, providing support and training (Dutch and French)
- Implementing the CRM system provided management with more information about customers and gave them a better insight into the activities of the account managers.

Education

Ph.D. in Applied Economics: Commercial (Business) Engineering, **Solvay Business School, Vrije Universiteit Brussel (VUB), 2005 -2010**

- Graduated with Ph.D. thesis titled “Unlocking knowledge through corporate tags”

Master in Business Information Management, **Solvay Business School, Vrije Universiteit Brussel (VUB), 2004 -2006, summa cum laude**

- Research on applications of folksonomies in corporate software applications (master thesis)

Master in Commercial (Business) Engineering, **Solvay Business School, Vrije Universiteit Brussel (VUB), 1999 -2004, cum laude**

- Developed a new methodology to implement CRM systems in companies (Master Thesis)