

Jon MacKay, PhD

jgmackay.com | jon.mackay@gmail.com

May 2019 – May 2023 **Lecturer (Assistant Professor) Information Systems and Operations Management**
Business School, University of Auckland, Auckland, New Zealand

In this tenure track role, I had responsibilities related to research, teaching, and service (i.e., administration). I managed people regularly, including research and teaching assistants. I worked remotely with many co-authors and keep momentum on our shared projects. I was the department's post-graduate program director and regularly contributed to faculty policy.

- Developed new analytics courses across master's and IS undergraduate programs.
- Established and received funding for research projects.
- Routinely worked and taught with Python, Google Colab, R/RStudio.
- Example reports and coding projects: <https://jgmackay.com/work>

Jan 2018 – Jan 2019 **Senior Advanced Analytics Professional**
Economical Insurance, Waterloo, Canada

I worked with stakeholders across the company to solicit project requirements and implement solutions. I developed R code for business analysis, customer segmentation, fraud detection, and geo-targeting applications. Regularly contributed to project design meetings by providing insight into systems' technical requirements. I also introduced the need for a version control system, better software refactoring, documentation, and testing.

- To reduce fraud, I conducted qualitative interviews across departments to gain insight into the scope of the problem.
- I used insights from interviews to identify patterns in the company's data.
- I was part of a successful team effort to identify and reduce fraud on the books.
- Contributed to the creation of ML models to predict fraudulent new policies.
- Worked with a newly acquired pet insurance company to identify potential sales leads by analyzing their data and customer segmentation.
- Worked to understand business and built a dashboard showing locations and details of customers.
- I presented segmentation results and a dashboard to sales teams and senior executives.

Feb 2013 – Feb 2015 **Research Fellow**

Saïd Business School, University of Oxford, Oxford, United Kingdom

Wrote, published, and presented research papers while affiliated with the Centre for Corporate Reputation

Sept 2009 – Jan 2013 **PhD Management Science**

University of Waterloo, Waterloo, Ontario, Canada.

Sept 2008 – Aug 2009 **Masters in Economics (Co-op work placement at Statistics Canada)**

University of Waterloo, Waterloo, Ontario, Canada.

- Developed microsimulation models of likely economic outcomes of new immigrants to Canada.

May 2008 – **Consultant**

Aug 2008 **Regional Municipality of York, York Region, Ontario, Canada**

Between my master's and PhD. I consulted for the Regional Municipality of York by analyzing employment changes across regions and industries. I wrote a report and explained the results to the region's senior leadership.

May 2006 – **Consultant, Peaceworks Computer Consulting (PCC)**

Aug 2006 **Waterloo, Ontario, Canada**

As a consultant at Peaceworks, I worked with clients from an international NGO to develop a web-based marketing content management system. I worked in an agile manner with numerous stakeholders, clarified requests, and iteratively developed features that met client needs.

May 2000 – **Java Software Developer**

Aug 2006 **BlackBerry, Waterloo, Ontario, Canada**

I was the software developer in charge of BlackBerry's mobile phone device localization system. I routinely dealt with multiple stakeholders within and outside the company involved with internationalizing the BlackBerry device experience. My areas of responsibility spanned from software on the device to developing components for BlackBerry's desktop IDE.

- I identified and fixed bottlenecks in our process for launching mobile phone software.
- Wrote integration tools that saved time and money by merging language resource files into different code lines without manual intervention.
- Efforts resulted in a sharp drop in translation costs and improved turnaround times, with the work from translators added to our code in minutes rather than weeks.

Aug 1997 – **IT Systems Integrator & Web Developer**

Aug 2000 **BlackBerry, Waterloo, Ontario, Canada**

BlackBerry (then called Research In Motion) was a rapidly growing startup. I ensured the company's website could scale to meet demand and that our external web presences were robust to large amounts of traffic. I also worked with different stakeholders within the company, determined their needs, and translated those needs into technical solutions.