

Jon MacKay, PhD

jgmackay.com | jon.mackay@gmail.com

I am a resident of New Zealand and have the right to work

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

- Balanced my time between research, teaching, and service to the University.
- Mentored students and managed research teams and teaching assistants.
- Strong time management and presentation skills.
- Developed and maintained strong working relationships with others
- Worked with program leads to develop new analytics courses across the Business School for master's and IS undergraduate programs.
- Published papers, established and received funding for research projects.
- I was asked to manage the undergraduate data analytics program.
- Example reports and coding projects: <https://jgmackay.samples.work>

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

- Worked agilely with stakeholders across the company to solicit project requirements and implement solutions.
Developed R and Python 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. Introduced the need for a version control system, better software refactoring, documentation, and testing.
- Conducted qualitative interviews across departments to gain insight into the scope of the company's problem with insurance fraud.
- Used insights to identify patterns and develop data visualizations for fraud analysts to use.
- 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.
- Built a geo-targeting dashboard showing locations and details of customers.
- Presented segmentation results and a dashboard to sales teams and senior executives.

Feb 2013 – Feb 2015 **Research Fellow / Post-doc position**
Saïd Business School, University of Oxford, Oxford, United Kingdom

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

May 2008 – Aug 2008 **Consultant (self-employed) – Economic Analysis**
Customer: Regional Municipality of York, York Region, Ontario, Canada

- Developed a mapping tool to analyze employment patterns across regions and industries.
- 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**

- Worked with clients from an international NGO to solicit requirements
- Developed a web-based marketing content management system (PHP, Linux server, Oracle relational database)
- Worked agilely with numerous stakeholders, clarified requests, and iteratively developed features that met client needs.

May 2000 – **Java Software Developer**

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

- Software developer in charge of BlackBerry's mobile phone device localization system.
- Routinely dealt with multiple stakeholders within and outside the company (project managers, translators, internal developers, etc.)
- Identified and fixed bottlenecks in the translation process for launching mobile phone software.
- Wrote time-saving tools in the BlackBerry IDE to allow developers to automatically integrate language resources into different code lines without manual intervention.
- Efforts resulted in a sharp drop in translation costs and improved turnaround times, with the resource files from translators added to our code in minutes rather than weeks.

Aug 1997 – **Website and Intranet Developer & Systems Integrator**

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

- Worked at a rapidly growing startup where technical needs and systems changed rapidly.
- Designed and developed tools to allow web content people to post work to staging servers and then put it on external web servers once approval was gained.
- Helped to design website networking solution: Ensured the company's website could scale to meet demand and be robust to large amounts of traffic.
- Designed and built automated website build tools and scripts to replicate sites across external web servers (bash and rsync on Linux).
- Worked on many projects with different stakeholders across the company to determine their needs and translated them into technical solutions.

Education

Sept 2009 – **PhD, Management Science, Faculty of Engineering**

Jan 2013 **University of Waterloo, Waterloo, Ontario, Canada.**

- Coursework in statistics, operations research, economics, and organizational behaviour

Sept 2008 – **Masters in Economics (8mo. work placement at Statistics Canada)**

Aug 2009 **University of Waterloo, Waterloo, Ontario, Canada.**

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