

Mojtaba Ghasemi

Senior Data Scientist | Product Analytics | ML & GenAI

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**Authorized to work in the U.S. under TN visa (no sponsorship required)*

SUMMARY

Senior Data Scientist with 8+ years of experience building and scaling data products across analytics, machine learning, and generative AI. Proven track record of owning end-to-end product analytics, from data modeling and experimentation to executive-level insights that drive roadmap decisions, renewals, and revenue impact. Strong in SQL, Python, ML, NLP, and cloud-scale data platforms.

CORE EXPERTISE

- **Product Analytics & Experimentation:** KPI design, A/B testing, causal analysis, metric governance
- **Machine Learning & GenAI:** NLP, classification, LLM-powered automation, model evaluation
- **Data Engineering & Scale:** SQL (Snowflake, Athena), Python pipelines, Spark, cloud analytics
- **Decision Enablement:** Executive dashboards, insight narratives, stakeholder alignment

PROFESSIONAL EXPERIENCE

IQVIA - Data Scientist

June 2025 – Present | Canada

- Owned **end-to-end analytics** for AIM, a large-scale intelligence platform processing behavioral signals across **6,000+ medical and pharma websites**, supporting product strategy and experimentation.
- Designed and governed **core product KPIs** (audience coverage, engagement depth, signal quality), enabling leadership to evaluate feature performance and prioritize roadmap investments.
- Built scalable **analytics pipelines (Python, SQL, Snowflake, AWS Athena)** and **executive-ready dashboards** used by sales and account teams to support multi-million-dollar renewal conversations.
- Led **NLP and Generative AI-driven classification pipelines**, improving signal accuracy by 20% and reducing manual curation effort by 40%.
- Partnered with product managers and engineers to design and analyze **A/B tests and quasi-experiments**, directly informing product launches and deprecations.
- Acted as **analytical owner** across cross-functional teams, translating ambiguous business questions into measurable hypotheses and defensible metrics.

Ethica CRO - Senior Data Scientist

August 2023 – June 2025 | Canada

- Architected and owned **end-to-end AI/ML pipelines** for clinical analytics under **GCP, FDA, and Health Canada** compliance constraints, improving operational decision-making efficiency by 12%.
- Built and deployed **LLM-powered SOP generation workflows (AWS, Docker, GPT-based models)**, reducing documentation effort by 30% and standardizing clinical processes.
- Served as **NRC IRAP project contributor**, driving applied research initiatives that improved internal analytics workflows by 25%.

- Delivered **real-time clinical dashboards (R Shiny, Python)** used by sponsors and study teams, increasing visibility and engagement across trials.

Montreal College of IT - Data Science Instructor

October 2023 – Present | Canada

- Designed and taught industry-aligned **curriculum** covering **ML, analytics, and data engineering**.
- Mentored **50+ professionals** on applied projects, with 95% placement or career advancement outcomes.

William Osler Health System - Data Scientist

August 2022 – August 2023 | Canada

- Built **predictive analytics and dashboards** on claims and EHR data to identify care gaps, reducing patient wait times by 15% and improving provider efficiency by 25%.
- Translated complex healthcare data into **actionable insights** for clinical and operational stakeholders.

Polytechnique de Montreal - Research Associate

January 2016 – January 2022 | Canada

- Led multidisciplinary team developing **machine learning models** for sports performance optimization using **PCA, clustering, and cross-validation** techniques.
- Developed low-cost markerless motion capture system using Microsoft Kinect, managing extensive biomechanical databases (EMG, kinematics, aerodynamics).
- Supervised graduate students in **experimental design** and biomedical data analysis.

EDUCATION

Ph.D. in Biomedical Engineering

2022

Polytechnique Montréal, Canada

Dissertation: Performance Evaluation of Cyclist’s Position Using Machine Learning and a Depth Camera-Based Motion Capture System

Certificate, Advanced Machine Learning

2023

Springboard, USA

SELECTED PUBLICATIONS

Selected peer-reviewed work in biomechanics and machine learning - available upon request