

Sebastian Daza

LEAD DATA SCIENTIST · EXPERIMENTATION & CAUSAL INFERENCE · ML PLATFORMS

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Summary

Senior Data Scientist with hands-on experience building [ML pipelines](#), [experimentation](#) frameworks, and [causal inference](#) solutions. I lead cross-functional projects end-to-end—from scoping and stakeholder alignment to modeling, deployment, and monitoring—and mentor teams to deliver robust, measurable impact. I thrive at the intersection of product and platform, enabling faster iteration and reliable data products.

Work Experience

DocPlanner (Telemedicine)

Barcelona, Spain (Hybrid)

SENIOR DATA SCIENTIST

Apr 2025 – Present

- Technical lead across BI and the new [AI & Data Products](#) team, focusing on [ML pipelines](#), [experimentation](#), and [model monitoring](#)
- Designed and shipped internal [Python packages](#) to standardize ML pipelines and experimentation analysis, reducing iteration time and improving reproducibility
- Mentored and guided junior data scientists through the end-to-end data cycle (scoping, data prep, modeling, deployment, monitoring)
- Partnered with stakeholders to prioritize roadmaps and assess technical feasibility, aligning projects with business goals
- Built and deployed models including [uplift](#), [Next Best Action \(NBA\)](#), [test allocation](#), and [monitoring](#); established A/B and incrementality testing practices
- Developed [multilevel forecasting models](#) for user bookings across 12 countries, combining statistical and machine learning approaches to budget customer contact expenses
- Created and delivered internal workshops on ML pipelines and experimentation fundamentals to upskill the analytics and data science teams

Teladoc (Telemedicine)

Barcelona, Spain (Hybrid)

SENIOR DATA SCIENTIST

Apr 2023 - March 2025

- Technical lead in data science, personalization, and causal inference
- Led [uplift modeling](#) and incrementality testing with [geo-experiments](#) and [A/B tests](#)
- Created [experiment package](#) for imbalance adjustment (IPW, IV), meta-analysis, and power analysis
- Developed [MTA](#) and [LTV](#) models to optimize marketing investments
- Built [LLM](#) pipeline with [Azure OpenAI](#) to extract information from doctors' notes
- Created tools with [PySpark](#) and [Databricks](#) (Python packages, CI/CD, Terraform)

Lookiero (Online Personal Styling Service)

Madrid, Spain (Remote)

SENIOR DATA SCIENTIST

Jun 2022 - March 2023

- Technical lead in data science and causal inference
- [Causal estimation](#) of discount strategies, increasing contribution margin by 5%
- Developed [hybrid recommendation](#) model using 200M+ user feedbacks
- Built framework for neural network models in [Databricks](#) ([PySpark](#))

Institute of Economy, Geography and Demography, CSH-CSIC

Madrid, Spain

SENIOR RESEARCH SCIENTIST

Dec 2019 - Apr 2022

- Led research team studying early conditions, delayed effects, and mortality
- 5+ academic papers and conference presentations
- Complex data analysis on demography and [genomics](#) using [R](#) and [Java](#)

Juntos Global (Conversational technology platform for financial users)

Bay area, California, US

DATA SCIENTIST

May 2018 - Dec 2019

- Led analytics team for [banking user insights](#) and [A/B testing](#)
- Implemented [NLP](#) and [ML](#) models to classify users and topics
- Built data pipeline using [Python](#), [PySpark](#), and [Databricks](#)

Center for Studies in Demography and Ecology, UW-Madison

Madison, US

RESEARCH ASSISTANT

Jul 2014 - May 2018

- 5+ research papers, 10+ conference presentations, and led multiple research studies

Center for Social Studies, Catholic University

RESEARCH DIRECTOR

- Led research projects in organizational studies, political perception, education, and crime
- Survey of Social Cohesion in Latin America: 7 countries, 10,000 cases

Santiago, Chile

May 2005 - Jul 2010

Voluntary Work

Childhood Challenge Program, Colunga Foundation

METHODOLOGICAL ADVISOR

- Provided methodological advice on bias adjustments of surveys and assessments of data representativeness and statistics
- Assisted the group in methodological decisions to ensure robust data collection and analysis

Chile

2025 - Present

Women Re-entry Project in Chile

RESEARCH AFFILIATE

- Co-investigator of the Women Re-entry Study in Chile
- Analyze data and write reports and academic papers to inform policy recommendations for improving reintegration programs for formerly
- Provide methodological advice on study design, data collection, and analysis to ensure robust and reliable findings

Chile

2016 - Present

Skills

Programming	Python, R, SQL, PySpark, Java
ML Platforms	Python packaging, CI/CD, Airflow, Databricks, MLFlow, Terraform, model monitoring
Experimentation	A/B testing, geo-experiments, uplift modeling, incrementality testing, causal inference (IPW/IV), meta-analysis, power analysis
Modeling	Personalization, forecasting, hierarchical modeling, survival analysis, simulation
Visualization	Dash, Shiny, Tableau
Tools	Git, LaTeX, Notion, Trello, Jira, Confluence
Languages	English, Spanish
Teaching	Prepared course materials on statistics and modeling, and provided feedback for over 200 students.

Software

experiment-utils-pd	Python package for analysis and design of experiments
acsr	R package to extract variables and statistics from the American Community Survey and Decennial US Census

Education

University of Wisconsin-Madison

PHD IN DEMOGRAPHY AND SOCIOLOGY

Madison, US

The Data Incubator

DATA SCIENCE PROGRAM

Washington DC, US

Catholic University of Chile

MASTER OF ARTS IN SOCIOLOGY

Santiago, Chile