

# Gray Stanton

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## EDUCATION

### **Colorado State University – Statistics Dept.**

*PhD Statistics; Expected Spring 2024.*

- Dissertation: “Multi-Channel Factor Analysis: Properties, Extensions, and Applications”.

**Fort Collins, CO**

*09/2019 – Present*

### **University of Pennsylvania – College of Arts and Sciences**

*BA Mathematical Economics*

- Graduated *summa cum laude*.

**Philadelphia, PA**

*09/2012 – 05/2016*

## WORK EXPERIENCE

### **Colorado State University**

*Graduate Research Assistant*

**Fort Collins, CO**

*06/2020 – 08/2023*

- Fully funded as a researcher through an NSF grant for an interdisciplinary collaboration in machine learning and statistical signal processing to develop collective intelligence via vehicle-to-vehicle/network signal fusion.
- Solved theoretical problems which arose from dataset-specific concerns in the above project, resulting in two first-author publications and the core of my dissertation.
- Directed the research of three undergraduates and served on the committee for a mentee’s Data Science honors thesis.
- Won the James L., M. Leslie, & Edna Madison Memorial Award for the outstanding graduate student as a 4<sup>th</sup> year, beating out a number of more senior students.

*Graduate Teaching Assistant*

*09/2019 – Present*

- Taught 2 upper-level courses in statistics/data science, was the first graduate student trusted to be the primary instructor for the courses.
- Mentored top undergraduates in real-world statistical best practices while twice serving as Co-Instructor for the capstone course in the Statistics major.
- Selected as the departmental nominee for a college-wide Graduate Student Teaching & Mentoring award.

### **Lemma Analytics LLC**

*Statistical Consultant*

**Fort Collins, CO**

*01/2020 – Present*

- Consulted on 5 consumer-demand analytics projects for leading food and beverage companies, bringing in over \$25k.
- Specialized in multi-source data fusion, which leveraged my ongoing research to improve segmentation deliverables.
- Provided continued support for clustering techniques previously developed at THG, in which I was the sole expert.

### **The Hartman Group Inc.**

*Senior Business Analyst*

*Business Analyst*

**Seattle, WA**

*03/2018 – 06/2019*

*05/2016 – 03/2018*

*Survey Research and Sales Data Analysis*

- Translated the 120k raw eating occasions in our consumer past-24-hour eating survey into high-level client deliverables as one of 3 core dataset researchers.
- Created an open-end text classification system for identifying brand responses using a neural language model, saving weeks of time previously spent classifying open-end responses by hand.
- Created and deployed a potential consumer panelist identification system using random forests, based on real-time data mining that profiled them while they engaged with our platform.
- Pioneered a novel Bayesian hierarchical model to extract true demand-driven brand growth from noisy sales data, filling a crucial gap in Hartman intellectual capital which directly lead to several industry whitepapers.

*Business Intelligence and Client Engagement*

- Developed a language framework for communicating methodological nuances and data concerns in client-friendly language while retaining analytical rigor.
- Presented client share-outs for data-driven consulting projects including pro forma sizing, white-space identification, and product concept development.
- Delivered my talk on “*Confronting Category Challenges*,” which was the result of 3 months of independent research into purchase tradeoffs to a crowd of 50+ food/beverage executives as part of THG’s biannual A.C.T. conference.

## SKILLS & ADDITIONAL INFO

*Programming Languages:* R (10 yrs), Julia (4 yrs), Python (6 yrs), Stata (5 yrs), TensorFlow (3 yrs), SQL (2 yrs).

*Statistical Specialties:* Factor analysis (6 yrs), Spectral Methods in Time Series (3 yrs), Signal Processing (4 yrs), Econometric Modeling (6 yrs), Machine learning (5 yrs and a certificate from University of Washington, 2018), Survey Analysis (8 yrs).

*Hobbies:* Knitting (7 yrs), Stage acting (15 yrs), Home fermentation (4 yrs).