

MARTÍN MINNONI

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CHIEF TECHNOLOGY OFFICER (CTO)

Visionary technical executive with a record of **turning scientific breakthroughs into high-impact products**. Global leader in Big Data Analytics and Blockchain and developer of monetization products on top of complex integrated datasets from different industries. Technical evangelist with a **passion for solving comprehensive business problems by applying science and technology**. Strong interpersonal and persuasive communication skills.

Leverage collaborative leadership, strong relationship building, and academic partnerships with universities, including MIT, Berkeley, and INRIA to consistently driving success in **AI, Big Data, Social Network Analysis, Data Monetization, Blockchain, Social Good, and Financial Inclusion** worldwide. Highly analytical with a Mathematics and Economics Degree from MIT. Languages: Native Spanish, Fluent English, Basic Italian, Basic Chinese. Open to global travel/relocation.

Executive Competencies Include:

Data & Marketplace Research | Data Science Lab Creation & Leadership | Product Vision & Design | Lab Management | Technical Team Building, Developing & Leading | Regulatory Compliance | Fund Raising & Business Strategy | Public Speaking | Cross-Functional Team Leadership | Infrastructure & Database Development | Cost Reduction & Containment

PROFESSIONAL EXPERIENCE

Chief Technology Officer, Co-Founder - GRANDATA 01/2013 – 01/2020

Grandata is **reinventing the data ecosystem** by **combining strategic data partnerships to provide access to unique data** at scale, and proprietary AI algorithms, and intuitive products **while preserving consumer privacy and complying with regulations**. Lead Core Data Science, Labs, and Product Development teams, including growing, developing, and supervising the technical team in different geographies. **Led research agreements with university groups** in the US (MIT, Berkeley) and Europe (INRIA).

In charge of the Grandata Platform composed of different systems that integrate heterogeneous data sources into a single infrastructure, **ingesting data from over 240M subscribers in several geographies, processing 10TB of data per day of anonymous location, SMS, voice, credit card transactions, and other data elements**.

- **Co-led several financing rounds to a combined total amount of over \$10M.**
- **Led the data partnership relations with several telecommunications around the world:** ATT USA, Iusacell Mexico, Telefonica Mexico, Telefonica Argentina, Telcel, and others.
- **Designed and evolved Social Universe:** a product that combines cross-industry proprietary and publicly available data on an AI framework **to understand people's behaviors within the Telecommunication and Financial industries**.
- **Using a combination of technologies**, including Spark for data processing, Scala for the backend, React in the web visualization interface, and an in-house database engine, **the team processes queries for millions of clients and thousands of columns in milliseconds**.

Chief Technology and Privacy Officer, Co-Founder - WIBSON 12/2017 – 01/2020

Wibson is a blockchain-based, **decentralized data marketplace providing individuals a way to securely and anonymously sell information** in a trusted environment. Participate in several conferences evangelizing the community about the Wibson data marketplace and its benefits. Design Token economics and coordinate exchange listings and market-related efforts in several Asian geographies.

- **Led the Blockchain research group** to successfully accomplish a high transactional data marketplace within the **ETH main net**.
- **Co-lead project fundraising** with investors from different geographies and **raised over \$15M in 6 months. First-ever investment** in crypto from Telefonica Group.

Chief Operations Officer, Co-Founder - BINARIA GROUP SA 01/2009 – 12/2012

Managed the CRM10 project at Movistar Argentina, consisting of **three projects: (a) plan migration; (B) usage segmentation; (C) sale of data services**. All projects focused on analysis of disaggregated traffic through Social Network Analysis algorithms. In the case of Consumer Segmentation, the team worked on identifying customer communities within the network and characterized them according to recharge and consumption patterns.

- **Developed predictive churn models** based on hybrid decision tree algorithms and genetic algorithms for Telmex Mexico. **Led the Churn Early Prediction project** for a leading operator in Venezuela.
- Led the start-up of an end-to-end project for churn prediction, **ensuring project deployment**, analytical team development, and knowledge transfer.

Business Intelligence Director - BANCO HIPOTECARIO SA 08/2006 – 12/2008

Designed logistic regression models and implemented decision trees in SAS to **optimize the contact of prospects and clients according to the different channels** of communication used: Phone Calls, SMS, E-mail, Traditional Mail.

- **Increased effective contact rates 21%** on average.
- **Implemented clustering algorithms** for client segmentation according to behavioral profiles, **used in proactive Cross-Sell, Up-Sell, and Retention campaigns** through the identification of the Next Best Offer.
- **Developed statistical models** to estimate overall probability of recovery of delinquent customers, and assigned differential offer maximizing collectability, while **reducing costs 30%** associated with this type of action.
- **Achieved average reduction of 28% in the acquisition costs** of the Direct Marketing campaigns. Evaluated the use of different models (Neural Networks - Decision Trees - Logistic Regressions) for the acquisition of new customers for both Active products: Credit Cards - Personal loans; and Passive products: Savings accounts - Fixed Term Deposits.

Research Associate - INTERNATIONAL MONETARY FUND 07/2003 – 07/2006

Solved financial models on debt sustainability and optimal debt structures for several emerging market economies. Analyzed solutions to problems faced by developing economies when trying to issue debt in those emerging market economies. **Presented conclusions to senior staff** in several seminars.

Performed statistical and econometric analysis on the implementation of new debt instruments **for different emerging markets** (e.g. GDP indexed bonds, commodity-linked bonds, etc.).

Worked closely with risk management agencies to find solutions to the critical situation of the Argentinean debt restructure. Analyzed the behavior of different capital flows during the last economic crisis (Mexico 94', Asia 97', Russia 98', Argentina 01'); studied the determinants of Foreign Direct Investment.

- **Implemented econometric models** on the optimal level of reserves **to minimize costs associated with financial crisis**.

Research Assistant for Professor Robert S. Pindyck - MASSACHUSETTS INSTITUTE of TECHNOLOGY 06/2002 – 06/2003

Studied the volatility and commodity price dynamics of crude oil and natural gas. Collaborated in delivering the presentation of "Volatility in Natural Gas and Oil Markets" paper at the Center for Energy and Policy Research to 80 economists.

EDUCATION

Bachelor of Science (BSc) Degree in Economics and Mathematics

MASSACHUSETTS INSTITUTE of TECHNOLOGY - Cambridge, MA, USA | 1998 – 2003

Electronics Technician

ORT, HIGH SCHOOL - Buenos Aires, Argentina | 1991 – 1996

SELECT CAREER ENHANCEMENT TRAINING**Entrepreneurial Negotiations: The MIT WAY**

<https://mitprofessionalx.mit.edu/certificates/7bea346dbe6047be9d66d99a53452cca>

Hadoop Platform and Application Framework

<https://www.coursera.org/account/accomplishments/verify/ECQLBRHBWGWH>

Value-at-Risk using STATA (Federal Reserve Bank of San Francisco - 40hs)

Financial Econometrics Using SAS (Vance L. Martin of the University of Melbourne – 40hs)

Methods of Financial Engineering and Application (Salih Neftci of the City University of New York – 40hs)

Econometric Modeling and Forecasting using SAS (David F. Hendry of the University of Oxford – 40hs)

SELECT PUBLICATIONS & PEER-REVIEWED CONFERENCE PAPERS

Workshop Data Science for Social Good, WWW Conference, San Francisco, CA 2019 | "**Detecting Areas of Potential High Prevalence of Chagas in Argentina**" Antonio Vázquez Brust, Tomás Olego, Germán Rosati, Carolina Lang, Guillermo Bozzoli, Diego Weinberg, Roberto Chuit, Martin A. Minnoni, Carlos Sarraute | <https://doi.org/10.1145/3308560.3316485>

SIGBPS 2018 Workshop on Blockchain and Smart Contract "**Wibson: A Decentralized Data Marketplace**" Matias Travizano, Carlos Sarraute, Gustavo Ajzenman, Martin Minnoni | <https://arxiv.org/abs/1812.09966>

IEEE/ACM International Conference ASONAM 2018 | "**What Banking and Phone Data tell us about the Socioeconomic Groups and their Consumption Patterns?**" Ángel F. Agudo-Peregrina, Diego Pérez, Luis C. Reyes, Martin Langberg, Martin Minnoni | <https://doi.org/10.1109/ASONAM.2018.8508330>

NetSci (International School and Conference on Network Science) 2018 | "**Featurization Methods and Predictors for Income Inference Based on Communication Patterns**" | Carlos Sarraute, Martin Fixman, Martin Minnoni, Matias Travizano | <https://generador.isci.cl/archivos/BAFI2018Proceedings1.pdf>

Springer Lecture Notes in Social Networks (LNSN) 2018 | "**Prepaid or Postpaid? That is the question. Novel Methods of Subscription Type Prediction in Mobile Phone Services**" | Yongjun Liao, Wei Du, Márton Karsai, Carlos Sarraute, Martin Minnoni, Eric Fleury | https://doi.org/10.1007/978-3319-78196-9_8

NetMob 2017 (Conf. Scientific Analysis of Mobile Phone Datasets), Milan, Italy | "**Uncovering the Spread of Chagas Disease in Argentina and Mexico**" Juan de Monasterio, Alejo Salles, Carolina Lang, Diego Weinberg, Martin Minnoni, Matias Travizano, Carlos Sarraute | <https://arxiv.org/abs/1808.03350>

ASONAM 2016 IEEE/ACM International Conference on Advances in Social Networks Analysis and Mining | "**A Bayesian Approach to Income Inference in a Communication Network**" Martin Fixman, Ariel Berenstein, Jorge Brea, Martin Minnoni, Matias Travizano, Carlos Sarraute | <http://dx.doi.org/10.1109/ASONAM.2016.7752294>

SELECT PRESENTATIONS

Global Technology Summit 2018, October 2018, "**Blockchain: Understanding the Opportunities for the New Internet,**" Menlo Park, CA, USA | <https://www.dlapiper.techsummit.com>

Reunión Internacional de Inteligencia Artificial y sus Aplicaciones en México, IA para el Bienestar Social RIIAA 2018, August 2018, Ciudad de México, México | <https://riiaa.org>

Media Party 2018, Ciudad Cultural Konex, August 2018, Ciudad de Buenos Aires, Argentina | <https://blog.mediaparty.info/media-party-2018-9f5f7989a237>
<https://www.youtube.com/watch?v=DgEE2vfWE9w&t=559s>

Complex Systems for the Most Vulnerable 2018, September 2018, Thessaloniki, Greece | <https://cs4v18.weebly.com/program.html>

KDD 2014, August 2014, Social Network Analysis, NYC, NY, USA | <https://www.kdd.org/kdd2014/program.html>

IEEE/ACM International Conference on **Advances in Social Networks Analysis and Mining** (ASONAM 2014) Beijing, China | <https://ieeexplore.ieee.org/document/6921534>