Charles SHAW

Residence: West London ⋄ updated: March 2022 ⋄ Nationality: British ⋄ personal site: www.charlesshaw.net

PROFILE

Analytics / data professional with experience in finance, media, and other industries.

SELECT RECENT EXPERIENCE

Econometrics Manager March ’2022 - now
mSIX / WPP

- I have recently joined mSIX, a former client, on full time basis in order to help build their econometrics capacity.
  - Working closely to support the Director of Analytics to deliver against requirements and provide business critical information, analysis, insight, and recommendations.
  - Direct involvement and ownership of driving Marketing efficiency and improvements through optimisation and scenario planning.
  - Identifying, scoping, proposing and owning aspects of the project delivery to ensure all fundamental questions are correctly addressed for those Econometric deliverables.

Founder/Director Jan ’2021 - now
FixedPoint IO Ltd.

- I founded FixedPoint IO, an analytics consulting firm that helps clients meet a variety of data-related challenges. My work spans two data domains – statistics and technology. The aim is to create, support, and deliver data and/or technology strategies that accelerate a client’s business growth. Work done for various companies incl. GroupM (WPP), Electronic Arts, Toyota, a US-based hedge fund, a UK-based insurance company, and others. Services include:
  - Econometrics consulting.
  - Fractional CTO - using technology to increase company value, often through online and digital initiatives.

Head of Data & Audience Development Aug ’16 - July ’21
Ocean Media Group Ltd

Ocean Media Group’s range of services includes trade magazine and newspaper publishing, event and conference organisation, market research and measurement, news distribution, and on-line information products. I have a dual role, where:

- First, I oversaw portfolio data and systems incl. benchmarks, metrics, and best practices to ensure long term audience growth. Built analytics solutions that covered editorial content, audience/persona creation, and subscription data to enable stakeholders to visualise, analyse & assess effectiveness of their marketing/content strategies.
- Second, I was also directly responsible for £2.4m of sales revenue. I manage a sales team of 4 and look after audience revenue for 14 products (conferences, exhibitions, awards). Additional responsibility for BI, integration across data sources/systems, database capabilities, insight, shadow IT across a diverse estate of systems, GDPR/DPA/PECR, data quality, reporting, implementing quality assurance controls, and analytics.
- Accomplishments:
  - Delivered growth in conference business from £1.1m to £2.4m.
  - Repositioned a historically underperforming awards business, reversing falling revenues, and moving to growth within one financial year.
  - Awards: Best Conference (Association of Event Organisers Awards), UK Conference of the Year (Global Conference Awards).
  - Hired, developed, and managed a team of 4. Conducted regular internal training & development to improve statistical literacy within the business.

- Built data pipelines to automate reporting of key data while incorporating various APIs & libraries. Served as a Tech Lead on all assigned projects. Creation of the company's Data Warehouse. including all ETL's incl. machine learning for fuzzy entity matching/record linkage. Ongoing process. Technologies: MySQL, Apache Druid, Apache Superset, Python.
- Awards
  - Bronze Winner, GCN Global Conference Awards 2018, UK conference of the Year
  - Bronze Winner, Awards Awards 2018, Housing Heroes, best awards event alongside a conference
  - Silver Winner, Awards Awards 2018, UK Housing Awards, best long standing awards event
  - Gold Winner, Awards Awards 2018, UK Housing Awards, best awards event by a publisher
  - Winner, Association of Event Organisers Awards 2020, Best conference

Economic Adviser Aug '16 - Sep '18
Minerva Statistical Consulting Ltd

- Supporting delivery of economic analysis, assisting senior economists and decision makers.
- Advised on various econometric projects, including energy demand modelling, and commodity market analysis.

Analyst, Team Leader Sep '15 - '16
RELX Group PLC

- RELX is a global provider of information-based analytics for professional and business customers across industries. Managing 2 direct reports, I supported the data function and provided BI-focused solutions.

Analyst (Contract) Jun '15 - Sep '15
AIP

- AIP is a financial advisory focused on Commodities and Artificial Intelligence. Provided analysis of opportunities across energy, commodities, and mining. Supported senior management at this hedge fund focused on the commodities sector.

Researcher Sep '13 - Jun '15
Companies & Markets

- Coverage of global industrial and commodity markets.

Senior Business Analyst Oct '11 - Sep '13
Groupe PSA

- Managed the technical relationship for a EUR 74bn European automotive multinational, focusing on wholesale strategy and increasing market share of Group products and solutions. Provided data analytics, SQL/DBMS support, applied appropriate database management processes and modelling techniques.

Previous roles

- Various roles, not necessarily related to my current interests – including Commodity Finance at Deutsche Bank, and others.

SELECTED MEDIA REFERENCES

1. **Shaw C.**, Pycock, D., More homes, lower prices: the case for Simplified Planning Zones. CapX / Policy Exchange, October 2018
2. **Shaw C.**, Pycock, D., Untangling the complex web of the UK housing market. Institute of Economic Affairs, October 2018

PERSONAL

Phantoms RFC, Wanstead RFC, Birkbeck 1st XV RFC. Achievements: twice Winner of British Universities' London Division 1 Rugby Title, Middlesex Sevens Mens' Universities Cup, Essex Division 6 Shield.

HONOURS & AWARDS

1. Institute of Economic Affairs' Richard Koch Breakthrough Prize, Highly Commended. Prize money: £2,500.

2. European Finalist, PRMIA Risk Management Challenge 2017. I led a three-man team that reached European final. Led on the development and MATLAB implementation of a Bayesian MCMC market risk model to stress test financial scenarios. The PRMIA Risk Management Challenge is hosted in Europe and North America by the Professional Risk Managers' International Association.

PEER REVIEWED PUBLICATIONS

1. **Shaw C.**, (2021) "Dynamic causal effects of pandemic-induced uncertainty on output, credit, and asset prices: a Symbolic Transfer Entropy approach".
   Forthcoming (accepted for publication) in *Industrial Engineering & Management Systems*
2. **Shaw C.**, (2018) "Conditional Heteroskedasticity in Cryptoasset Returns".
   Journal of Statistics: Advances in Theory and Applications (vol. 20:1, pp15-65)
3. **Shaw C.**, Pycock, D. (2019). "Simplified Planning Zones and the realignment of fiscal incentives",
   in *Raising the Roof: How to Solve the United Kingdom's Housing Crisis* (published by: Institute of Economic Affairs)

OTHER ACTIVITIES

Refereeing: The Journal of Risk, Contemporary Economics, Asian Journal of Probability and Statistics
Book: *Applied Probabilistic and Causal Inference with Business Applications* (in preparation)

EDUCATION

University of York — MSc Computer Science and Artificial Intelligence, (in progress)

Birkbeck College, University of London — MSc Financial Risk Management (Financial Mathematics)

· Thesis: Three Essays on Nonlinear Time-series Econometrics. Chapter of dissertation published in Journal of Statistics: Advances in Theory and Applications (vol. 20:1, pp15-65).

Birkbeck College, University of London — BSc(Econ) Financial Economics

· 1st XV Rugby. 2x BUCS London Champions, 1x Middlesex Sevens Universities Cup. Full colour.

TECHNICAL

Languages:	English (native-level), Russian (native-level), German (basic).
Programming:	MATLAB, Stata, R, Python, SQL.
Marketing Mix Modelling:	Robyn, strataQED.
Data Visualization:	Apache Superset, R Shiny, Power BI, Python (Matplotlib, Seaborn), R (ggplot)
Applications / Tools:	Google Analytics, Git, Adobe Illustrator / InDesign, MS Office, JIRA, Flask.
Statistics:	Econometrics and statistical inference, incl. panel and especially nonlinear time-series.
Economics:	Economics, especially micro, industrial, and financial economics.
Risk Management:	Measurement and management of risks in finance, insurance, and other applications.
Portfolio Management:	Security selection and optimization, capital allocation, and investment strategies.
Computational:	Monte Carlo, PDE, and other numerical methods with applications to financial modelling.
Finance:	Quantitative methodologies, including stochastic and probabilistic analysis.
Certifications:	Council of Europe Certificate in Data Protection & Privacy Rights IBM Data Engineering Professional Certificate

REFERENCES

· Tim Willoughby, MD of Mark Allen Group, former line manager

· Robert Brighouse, CEO of Ocean Media Group, former line manager

· Dr Simon Hubbert, Department of Economics, Mathematics and Statistics - Birkbeck, University of London