

# Emmett Borg

B.Math

M.Eng

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## WORK EXPERIENCE

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### Google

07 2022 - present

Analytical Lead, Ads Sales

I spearhead advertising measurement and experimentation strategies for top Canadian travel companies, generating over \$130 million in annual revenue. My expertise lies in:

- **Driving AI adoption:** Successfully guide clients towards adopting cutting-edge AI-powered marketing solutions, maximizing their campaign effectiveness.
- **Experimentation excellence:** Pioneered and executed the first-ever global airline profit optimization experiment using Google Ads, yielding a remarkable 14% ROI uplift on a \$15 million yearly ad spend.
- **Data-driven insights:** Leverage robust experimentation, statistical analysis, and market trends to demonstrate the tangible value of Google products in achieving clients' business objectives, propelling their growth.

### Roche

03 2020 - 07 2022

Data Analyst, Clinical Trials

- Led the design, testing, and rollout of a robust forecasting web tool for over 200 ongoing trials, encompassing model building, methodology testing, and user training, ensuring efficient project management.
- Pioneered an optimization model for country selection across multiple studies, integrating crucial factors like country performance and resource limitations, maximizing potential for successful trial execution.
- Delivered critical data-driven insights to study management teams throughout competitive analysis, feasibility assessments, site selection, timeline projections, and budget estimations, facilitating strategic decision-making and successful trial execution.

### Ontario Health

06 2018 - 03 2020

Data Scientist

- Built a time-series forecasting tool to support budgeting recommendations and trend visualization for cancer drug reimbursement.
- Created a simulation model for MRI and CT services in Ontario, allowing decision makers to evaluate the impact of funding allocation and scheduling policies on patient wait times.
- Implemented string-distance algorithms to analyze concordance between observed cancer patient pathways and clinically ideal pathways, and how it relates to survival

## EDUCATION

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### Master of Engineering, University of Toronto

2019

Major in Operations Research in the Department of Mechanical and Industrial Engineering

### Bachelor of Mathematics, University of Waterloo

2017

Computer Science minor, 5 internships at Morguard, TD Bank, TD Securities, Central1 and RBC

## VOLUNTEERING

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### Rabbit Rescue Inc.

03 2023 - present

Member of the Board of Directors