

# MARCUS THUILLIER

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## EXPERIENCE

### HORIZON MEDIA

New York, NY

#### *Associate Director of Marketing Sciences - AI, ML & Product Analytics*

2025 - Present

- Built audience framework for national furniture retailer incorporating lookalike modeling and clustering to define high, mid, and low value customer tiers across new and refined segments, achieving 43% YoY ROAS improvement, 5M+ incremental reach, and 9% ROAS outperformance versus non-product campaigns
- Implemented custom bidding strategy for national furniture retailer by identifying key optimization drivers, achieving 8% higher true reach and 30% more qualified prospects versus existing campaign benchmarks
- Engineered and productionized modeling and geolocation features into the blu. product that improved audience targeting and high-value geo identification, driving 3-4x Revenue Per Impression improvement versus non-product campaigns across 25-30 client organizations, supported by technical documentation and training
- Developed ML-derived audience segmentation framework incorporating growth tiers and lookalike models, uncovering 10+ million net-new potential customers for national brands
- Built net-new audience spending and purchasing report, benchmarking client customer behavior against general population to inform campaign planning across 25+ clients representing hundreds of millions in media spend
- Self-initiated integration of third-party purchase and demographic data into audience products within two weeks, clearing 5+ pending client requests and accelerating campaign launch timelines
- Applied Claude Code across data engineering, feature development, QA, and UAT for AI/LLM-powered audience products, cutting 1-2 day turnarounds to a few hours, improving output completeness, and surfacing edge cases earlier

### INTEL CORPORATION

New York, NY

#### *Data Scientist*

2020 - 2024

- Designed and implemented proprietary NLP algorithms to assess contractual risk across 100,000+ contracts, saving \$33M annually and earning the 2020 Gartner High-Tech Chainnovator Prize, built in partnership with legal, procurement, and engineering stakeholders
- Constructed and delivered automated contract question-answering pipeline built with an LLM, reducing manual audit workload by 500+ hours annually and expanding program coverage by 30%
- Built fuzzy matching algorithms to consolidate millions of parts across supply chain datasets, powering procurement dashboards and driving \$7M in cost savings
- Released categorization and matching models to production on Azure and Databricks, automating classification of tens of thousands of previously unclassified parts and eliminating critical supply chain data gaps
- Optimized time series forecasting model for spare parts utilization through predictive feature engineering, achieving 10% error reduction, reducing excess inventory, minimizing equipment downtime, and enabling cross-region parts-to-machine matching across 100,000+ parts

## EDUCATION

### NEW YORK UNIVERSITY, Leonard N. Stern School of Business

New York, NY

#### *Master of Business Administration, The Langone Program*

May 2026

#### *Specializations in Product Management, Finance and Management*

- MBA Consultant, National Bank - Stern experiential learning, project-based course: Developed market entry strategy for a national bank's expansion into the Data Center Ecosystem, covering target industries, financing, and product deployment

### NORTHWESTERN UNIVERSITY, McCormick School of Engineering

Chicago, IL

#### *Master of Science in Machine Learning and Data Science*

December 2019

- Graduate Student Consultant, Zurich Insurance Group - Practicum Project
- Graduate Student Consultant, Here Technologies - Capstone Project

### UNIVERSITY OF CALIFORNIA, SAN DIEGO

San Diego, CA

#### *Bachelor of Science in Physics, Specialization in Computational Physics | Minors: Business, Political Science*

June 2018

## ADDITIONAL INFORMATION

- Technical: Python, R, SQL, Azure, Databricks, Snowflake, AWS, Matlab, Power BI, Tableau, Linux, Bash
- ML/Data: LLMs, Generative AI, AI-Assisted Development, NLP, Time Series Forecasting, Fuzzy Matching, Lookalike Modeling, Audience Segmentation, Feature Engineering
- Delivery: Cross-Functional Collaboration, Stakeholder Presentation, Business-to-Technical Translation, Technical Communication, Product Delivery, Performance Monitoring
- Language: English, French (Native), German (C1 Level)
- Interests: Built rugby national team ranking and betting model referenced by analysts within the rugby analytics community