



Nicole Shoblom

PhD Data Science Leader & AI Product Strategist

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COMPETENCIES

- AI Product Strategy
Data Science Team Leadership
Machine Learning
Advanced Analytics
Statistical Modeling
SQL & Large-Scale Data
Analytical Problem Solving
Technical Communication
Cross-Functional Collaboration
Strategic Planning
User-Centric Design
Front-End Development

TECH STACK

Python (Pandas, Polars, NumPy, SciPy, Scikit-Learn, Statsmodels, Ruptures, NetworkX, Streamlit, Matplotlib, Plotly, Seaborn), SQL, R, Tableau, Matlab, C++/OpenMP, Hammerspoon/Lua, Hadoop Hive, AI Agent Workflows, Google AI Notebooks, Astro, HTML, CSS

DOMAINS

- Retail Agtech IT Education
Nonprofit

AI Product Strategist (PhD, 10+ Years) | Building User-Centric Tools via AI Agent Workflows

PhD Data Science leader with 10+ years of experience driving AI product strategy and development across Retail, Agtech, and IT. A proven history in analytical problem solving and strategic planning, delivering high-impact solutions that generated over \$160 million in boosted sales and \$5 million in labor savings.

EXPERIENCE

Jane Trading, Ltd
CEO

Feb 2026 - Present

- Architected and developed a pricing analysis dashboard leveraging AI Agent Workflows on top of an AI agent built app that captures real-time client-side browsing data from e-commerce sites (e.g., Coupang, Naver), directly streamlining product pricing decisions for imported goods.
Streamlined marketing asset creation by implementing AI Agent Workflows to automate the translation of product images (English to Korean) and conversion of assets (JPG/PNG/PDF) into deployable HTML/CSS/JavaScript, including building a supporting desktop asset downloader.
Optimized administrative efficiency in a foreign market by utilizing Google AI Notebooks to rapidly process and complete complex business tasks, including document comprehension and form submission in the Korean language.

American Women's Club of Korea

June 2025 - Present

Board Member (Technical Lead) & Communications Web Developer

- Leading a strategic migration from costly paid platforms (Wild Apricot, Zoom) to Google Workspace for Nonprofits, slashing annual software expenditures and preserving 5.0% of the organization's total bank reserves.
Modernized the club's digital presence using AI-assisted development and custom HTML/CSS/JavaScript, resulting in a responsive, mobile-optimized website to enhance user experience.

Addium

Sept 2023 - Feb 2025

Director, Data Science

- Spearheaded an Intelligent Plant Monitoring initiative in collaboration with Product, Engineering, and Customer Success, leading a team of three data scientists to build AI features on crop data that assisted farmers in real-time growing decisions, estimated to increase revenue by \$1M USD.
Provided leadership and technical guidance to US and offshore data science teams, managing performance KPIs, setting strategic roadmaps, and ensuring alignment with product goals.
Developed, scaled, maintained OOTB platform feature using signal processing on time series data to calculate water uptake by plants. Feature turn-off & turn-on rate equal since release.

Riverbed Technology

Oct 2020 - June 2023

Director, Data Science | Technical Director

- Founded and led the company's first Product Data Science team, establishing a cross-functional model to deliver data science solutions across a suite of network and end-user monitoring products. Launched a real-time Machine Learning SaaS product designed to automatically identify and remediate complex network, application, and end-user device issues for enterprise customers.
Secured a high-profile customer renewal by developing, patenting (Patent No: 12353277, first author), and technically communicating a Chi-square based tool that enabled IT teams to accurately root-cause widespread device issues.

Walmart

Aug 2016 - Oct 2020

Staff Data Scientist | Senior Data Scientist | Decision Manager II

- Boosted online grocery sales by \$160 million by developing an automated weekly audit report (1 billion store-items via Hive) that identified e-commerce back-end discrepancies, enabling engineers to resolve erroneous out-of-stock issues and providing leadership with inventory accuracy KPIs.
Orchestrated the development and launch of an AI product across five warehouses that automatically assigned items to slots, yielding an estimated \$5 million in labor savings. This included gathering stakeholder requirements, designing a linear programming model, and overseeing model improvements.
Enhanced demand forecasts across 4,000+ stores by using R and Hadoop Hive to cleanse historical sales data and implement linear models, accurately predicting drops in sales attributable to unfulfilled customer demand.

EDUCATION

University of California, Santa Cruz

PhD Statistics & Applied Mathematics

Jun 2018

MS Statistics & Applied Mathematics

Jun 2014

- MIT Lincoln Laboratory Research Intern (Summers 2013 & 2014)
As part of PhD thesis funded by the Department of Defense (DoD) researched, developed, and applied spatial model selection algorithms to hyperspectral images using R, Matlab, and C++ OpenMP to identify chemicals in gasses released in the atmosphere.
As part of Master's thesis, mapped connectivity in the brain by fitting ARIMA time series models, dynamic linear models, and the cross-correlation function to MEG brain data in R and Matlab.

University of California, Santa Barbara

BA Women's Studies & Political Science

Aug 2008

- Developed strong skills in communication, writing, cultural competence, inclusion, empathy, ethical thinking, critical thinking, and strategic thinking.