

Brock Lombard

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Education

Ivey Business School & Western University, London, ON

Expected 2021

Dual Degree Candidate: Bachelor of Arts, Honors Business Administration (HBA); Bachelor of Engineering Science, Software

- Dean's Honor List (2016-2020), Alexander Charles Spencer Scholarship

Work Experience

Microsoft, Redmond, WA

Summer 2020

Program Manager Intern

- Guided a competitive analysis of products competing with a pre-installed application on Windows to discover the value of further investment in the product, [resulting in leadership buy-in on a product discovery](#) and redesign
- Wrote a product specification informed by [leading brainstorming sessions](#), [iterating on UX Mockups](#), and [incorporating market research](#), leading to spec sign-off and [resources for implementation allocated from the Chief Product Officer](#)

Boston Consulting Group, Calgary, AB

Summer 2019

Summer Associate

- Composed a total cost of ownership asset analysis based on fragmented client data using both top-down and bottoms-up financial approaches, leading to superior client understanding of ideal capital expenditure plan
- Conceived and [designed an optimization model](#) to refine client's capital outlay plan, resulting in an approach [saving 800 million dollars](#) over 15 years while meeting business requirements

The Hill Group, Regina, SK

Summer 2018

Software Engineering Intern

- Hypothesized and constructed an online document signature software system [complying with user requirements, security standards, and legacy code](#), leading to improved customer experience and product adoption

Activities & Projects

Kingston Frontenacs *Lead Developer turned Founder*

2020

- [Created and developed a data tracking and advanced intelligence program](#) to give the team a competitive advantage in coaching, drafting, trading, and business decisions
- In response to interest, [pivoted to offer the technology widely as a SaaS product](#), leveraging the data of many teams to enable advanced analytics and more efficient, elegant, and powerful sports analytics

DataLitNetwork.ca *Founder*

2020

- Identified a need and launched a nonprofit to provide awareness and education about the power, importance, and dangers of data to young people, with the goal of [creating a more data-literate population and data-enabled workforce](#)

Western Artificial Intelligence *Co-founder, Project Manager*

2019-2020

- Theorized and founded Western University's first artificial intelligence student group, to improve Western's reputation within AI research and talent, and ultimately extend the Toronto-Waterloo innovation corridor to London

Ivey Field Project *Student Consultant to an MLB team*

2019

- Guided the work planning and execution of a cross-functional consulting project, and impactful client deliverable
- Designed, deployed, and analyzed results of a survey, which combined with existing data and psychographic analysis was used to inform a [groundbreaking quantitative, user-focused approach to choosing in-stadium fan-facing technology](#)

Western Founders Network *VP Education*

2018-2019

- Guided a team of directors in advertising, planning and presenting high quality educational coding seminars, resulting in superior club participation and furthering technology and business knowledge of students at Western

Skills

Technical Skills: Proficient in procedural programming: [data analysis with Python](#), [Pandas](#), [TensorFlow](#) and [SKLearn](#), [web-scraping](#), [SQL](#). Additional skills in C#, C++, Java, etc.

Business Skills: Data analysis and visualization with [Alteryx](#) and [Tableau](#), financial analysis with [Excel](#)

Soft Skills: [Avid public speaker](#), [strong with Microsoft PowerPoint](#) and professional communication

Interests: Skiing, Basketball, Championship-winning coffee brewer