

Alexander Liss

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PROFESSIONAL SUMMARY

AI scientist and engineer with 10+ years deploying ML and AI systems to production at Fortune 500 scale across multiple domains, including eCommerce, content personalization and delivery, knowledge graph creation, and search, with \$6M–\$25M in measurable impact. Original AI research in reward signal design and implementation to align LLM behavior with desired outcomes.

KEY ACCOMPLISHMENTS

- **Agentic System Definition and Deployment:** deployed AI agents to map social discourse into a knowledge graph, then automated GEO content briefing and deployment, driving 100% increase in organic conversion rate for Highstreet Insurance.
- **Software Engineering for GenAI Systems Deployed to Production:** Drove \$100K in incremental revenue for Party City by piloting an e-commerce RAG chatbot for party planning, achieving a 7x increase in site conversion rate.
- **Novel research in agent reliability through reward shaping:** developed RL-based post-training framework driving +9.2% conversational quality and multi-agent LLM governance framework with +32.2pp improvement in task completion.
- **Architect ML workflows for Business Transformation:** Built, deployed, and optimized ML Ops on GCP across the customer lifecycle driving 77% reduction in campaign development time and 34% increase in email open rates for Hawaiian Airlines.

WORK EXPERIENCE

Huge • New York, NY (Remote) • VP of Data Science & AI 2024 – Present

Responsibilities:

- Oversee cloud data science platform and agentic modernization of composable workflows covering 2B records of data.
- Architect novel AI applications by translating emerging capabilities across UI, data, and system integration into production-ready prototypes with measurable enterprise outcomes.

Accomplishments:

- Deployed Oli conversational assistant for NBCU (Winter Olympics 2026): 320K sessions, 94% task completion, <2% production failure rate, underpinned by a novel LLM-as-Judge evaluation harness.
- Built end-to-end agentic platform for GEO (Generative Engine Optimization) insights for Highstreet Insurance, driving 100% increase in organic conversion rate.

22squared • Atlanta, GA (Remote) • Director of Data Science & Analytics (SVP) 2022 – 2024

Responsibilities:

- Led analytics and predictive model architecture deployment through AWS, Snowflake and Tableau, including coaching analysts and engineers through data schema and business process change management

Accomplishments:

- Drove \$100K incremental revenue for Party City with a RAG e-commerce chatbot, improving site conversion rate 7x — an early production deployment of retrieval-augmented generation as a reward-optimized conversational system.
- Applied ML models to optimize delivery of \$75M media budget for Party City and Grammarly; reduced CPA 15% through audience and channel-level optimization.

VML • New York, NY • VP of Data Science & Analytics 2018 – 2021

Responsibilities:

- Designed and scaled ML and data science capabilities; implemented MLOps workflows across the advertising supply chain using GCP, Snowflake, and IBM.
- Mentored teams to deploy models to production through coaching, technical documentation, and code walkthroughs

Accomplishments:

- Identified \$10M+ in cost savings across Walmart's shopper journeys using NLP (spaCy) and customer experience analytics
- Built a customer 360 architecture for 3.3M electric utility customers for ConEdison; delivered \$6M in cost savings and +83% data retention.
- Integrated explainable ML into digital campaign development via GCP; accelerated deployment from 6 weeks to 5 days and drove +23% brand lift for Pfizer.

PROFESSIONAL EXPERIENCE, CONTINUED

Momentum Worldwide • New York, NY • VP of Data Science & Analytics **2015 – 2018**

Responsibilities:

- Evolved analytics practice from reporting to data science and engineering; built strategic partnerships with IBM and IPG Mediabrands.
- Developed enterprise-level customer analytics programs for Fortune 100 clients (American Express, United Airlines, Verizon) using identity resolution and behavioral analytics to optimize loyalty drivers

Accomplishments:

- Led customer analytics for Verizon's sponsorship program; demonstrated 54% reduction in churn by optimizing the reward signal (high-quality in-person experience) against behavioral outcomes.

Avanade • New York, NY • Director of Digital Analytics **2014 – 2015**

Accomplishments:

- Led data strategy and analytics implementation for Merck Manuals redesign using Sitecore personalization, improving audience engagement 27%.

Accenture Song (Droga5) • New York, NY • Senior Data Strategist **2013 – 2014**

Accomplishments:

- Led real-time social analytics and optimization for Mondelez brands HoneyMaid and Belvita; produced +111% reach and +71% reply rate, driving +25% retail sales through signal-driven closed-loop optimization at campaign scale.

The Brand Union • New York, NY • Strategist, Brand & Customer Experience **2010 – 2013**

Accomplishments:

- Developed audience segmentation and activation strategy for Shazam's Super Bowl launch campaign, improving user retention 34%.

TECHNICAL SKILLS

Languages & Frameworks: Python (PyTorch, Numpy, NetworkX, Spacy), R, SQL, JavaScript, Java

Agentic AI & Orchestration: LangGraph, LangChain, LangFlow, DeepEval, AutoGen, CrewAI, OpenAI Agents SDK, Writer Framework, MCP (Model Context Protocol), multi-agent RL, human-in-the-loop agent design, agent observability & guardrails

Post-Training & Alignment Methods: RLHF, PPO, DPO, KL-regularized Maximum Likelihood Estimation, Reward Modeling, Constitutional AI; LLM-as-Judge evaluation; RAG evaluations; HuggingFace Transformers

Cloud & MLOps: Google Cloud Platform (GCP), AWS, Snowflake, Databricks; dbt, Fivetran; Docker, Kubernetes, Git

Evaluation & Safety: Rubric-based LLM grading, automated red-teaming, reward hacking detection, Arize AI model monitoring

EDUCATION

MS, Computer Science (AI Specialization): Georgia Institute of Technology, 2025 – 2028 (in progress)

MBA, Data Science & Analytics: New York University, Stern School of Business, 2011–2014

BA, Japanese: George Washington University.

RESEARCH & PUBLICATIONS

- [Generative Conversational Dynamics: A Computational Model of Dialogue](#): Proposes a cross-attention reward signal for preventing behavioral drift in multi-step LLM workflows, driving a +9.2% lift in conversation quality (ArXiv preprint)
- [Dynamic Governance of Multi-LLM Agent Systems for Collaborative Outcomes](#): Control framework for behavioral alignment between LLM agents, demonstrating +32pp task completion over prompting-only (ArXiv preprint)

INTERESTS

Climate & Sustainability | Japanese (Fluent) | Skiing | Anime