

EARL C. GERO

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EDUCATION

University of Michigan
▪ Ph.D. in Physics, May 1991
Ann Arbor, MI

University of Michigan
▪ B.S. in Physics, Apr. 1983
Ann Arbor, MI

SUMMARY OF QUALIFICATIONS

- Programming experience in C, Perl, Python, FORTRAN and FORTH.
- Experience with MySQL, SAS and HTML
- Worked on VMS, Solaris UNIX, Linux and Windows 2000 systems.

PROFESSIONAL EXPERIENCE

[1997-2006]Analytic Innovations, LLC
Programmer
Chicago, IL

- Analytic Innovations, LLC is a company that provides clients with analytics and modeling, data services and strategic business advice. Clients include Discover Financial Services, Fifth Third Bank, Wachovia Insurance Services, Turner Research and DIRECTV.
- Worked mainly on the Discover Card Fee Products account.
- Maintained and ran as a monthly process a C program that pulls new card member data from the Discover card time series data and MySQL databases in parallel on 20 UNIX machines and creates a flat file for the modelers to use.
- Wrote C Shell scripts that utilize UNIX tools and Analytic Innovations proprietary tools that take the initial Discover card cardmember files and apply all necessary eligibility selection criteria for multiple different telemarketing and direct mail selections. These scripts took care of things like state and age eligibility, balance and credit line limits, federal and state do not call lists, Discover do not call lists and contact management requirements.
- Wrote C Shell scripts that take the selected Discover cardmember files and split them among the various telemarketing and direct mail vendors, reformat them and then append any additional data and keycodes that the vendors require. These scripts also provide SAS distributions to validate the data for both internal use and to be sent to the vendors. Some scripts use Postalsoft software for address correction, name standardization and the removal of duplicate names or addresses.

- Maintained and ran as a monthly process a script that pulls data from the Discover card updated database, appends additional data from a set of monthly or weekly updated flat files and then converts the result into a SAS dataset. This dataset was used in an auditing tool.
- Maintained and ran a Python program that took some Discover card transaction flat files and used them to update the enrollment databases, both flat file and MySQL versions.
- Maintained a Perl tool that converted text files, usually SAS distributions, into HTML and automatically posted them to the correct location on the internal web site.
- Redesigned the section of the internal web where internal file auditing distributions and reports are posted. This redesign helped implement the Perl tool mentioned above.
- Adapted internal cardnumber encryption C routines to create tools that allowed the user to convert between unencrypted, Discover internal encrypted and Blowfish encrypted cardnumbers

[1993-1995] Laboratori Nazionali di Frascati Frascati, Italy

Post-Doctoral Research Associate

- Worked on the KLOE physics collaboration at the DAFNE particle accelerator.
- Worked on simulating background radiation in the particle detector due to the passage of the electron and positron beams through the accelerator.

[1992] University of Michigan Ann Arbor, MI

Post-Doctoral Research Associate

- Worked on the SDC physics collaboration.
- Helped construct a test facility that used cosmic rays in order to test particle detector components.

[1986-1991] University of Michigan Ann Arbor, MI

Research Assistant

- Worked on the Mark II physics collaboration at the SLC particle accelerator, located at the Stanford Linear Accelerator Center in Palo Alto, CA.
- Helped construct a device that monitors whether or not the electron and positron beams are colliding.