

BRIAN COFFEY

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EXPERIENCE

Stitch Fix

Software Architect (L6)

Jun 2022 - Dec 2022

- Scoped data science and engineering work required for further international expansion at the request of the CTO. Advised UK leadership on issues related to the company's technical systems. Discovered and fixed an issue with a key recommendation system, unlocking significant improvements for the UK business, including a 2-4% increase in revenue and similar decreases in future operational expenses.

Interim Leader of Operations Algorithms (L6)

Feb 2022 - Jun 2022

- Reported first to the VP of Data Science & ML and then directly to the CTO, responsible for a broad area including carrier selection, order sourcing, warehouse labor batching, pick pathing, stylist task routing and S&OP. Managed 3 managers, established vision and priorities for the function, and coordinated the search for and transition to a permanent leader before moving to the UK.

Manager of Data Science (L5 → L6)

Mar 2020 - Feb 2022

- Managed a team of 4 data scientists through a period of significant organizational change: evolved team charter, decommissioned legacy projects, recruited and hired 2 new scientists
- Developed a new method to assess stylist efficiency and helped to guide a major cross-functional effort to bring it to production, which unblocked a major company initiative (Fix Preview)
- Identified the need, established stakeholder alignment, developed the technical roadmap, and managed the delivery of a major update to the stylist task assignment service, which is in the critical path for stylist labor and which increases revenue by >\$10 million/yr via optimal matching

Data Scientist (L2 → consultant from abroad (2016-2017) → L3 → L4 → L5)

2015 - 2020

- Conceived and prototyped an automated photo-based clothing measurement system [↗](#)
- Developed systems for planning stylist work volume and assessing stylist performance
- Developed a system for streaming CX ticket categorization and automation, and developed a broader research agenda for continued development of CX algorithms [↗](#)
- Developed algorithms-tour.stitchfix.com and cultivating-algos.stitchfix.com with the CAO(s)

Freelance Consultant

various periods 2012-2018

- Research and software development for public and private sector clients in energy efficient building technology, including Kinestral, Xerohome, NUI Galway, UCL and LBNL
- Founded and operated Texture Data & Design, Inc (2016-2018) to house some of this work

Apidae

2014-2015

- Product design, marketing and code development as part of a 4-person startup building a cloud platform for building energy simulation and optimization, funded by a Department of Energy grant
- It was innovative but sadly not a great commercial success. It was eventually bought by Trane and integrated into their building energy simulation software tool Trane Trace.

Lawrence Berkeley National Laboratory Principle Scientific Engineering Associate

2013-2014

- Developed and tested methods for optimization-based control of building systems using photometric and thermodynamic system models, cloud computing and embedded computing
- Modeled large stocks of buildings for portfolio efficiency and policy analysis, including for the UK in an overlapping position as Research Associate at the University College London Energy Institute

Atelier Ten Environmental Designer

2010-2012

- Performed custom analysis for a wide range of architectural design projects
- Developed in-house analysis tools and provided in-house training in building simulation and Python

EDUCATION

Continuing Education

- Graduate Certificate in Statistics, Stanford University 2021-2022
- MITx MicroMasters in Supply Chain Management 2020-2021
- Harvard Business School Online CORE 2016
- Coursera Specializations: Data Science, Business Fundamentals 2014-2016

Ph.D., Architecture, University of California Berkeley 2011

Major: Building Science

Minors: Controls (Mechanical Engineering), Operations Research

Dissertation: 'Using Building Simulation and Optimization to Calculate Lookup Tables for Control'

Affiliation & employment: Graduate Student Researcher at Lawrence Berkeley National Lab (2007-2009)

Scholarship: Canadian National Science and Engineering Research Council PGS-D (2009-2011)

M.A.Sc., Building Engineering, Concordia University (Montreal) 2008

Preceded by undergraduate Mechanical Engineering courses at U Victoria (2002-2005)

B.A.Sc.{Hon}, Arts & Science, McMaster University 2003

MISC

Advisory and Affiliate Roles: LBNL (2019-20), Xerohome (2018-20), Atelier Ten (2018)

Insight Data Science Fellow (2015) and Leader (2017) programs

Academic publication record: 8 journal papers, 13 conference papers, 5 LBNL Technical Reports
1400+ citations, h-index=13 [↗](#)