



# ORIOLO MIROSA

## DATA LEADER

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Data leader with over 20 years of experience across academia and industry, skilled in building data strategy, infrastructure, and governance to deliver business value.

## RELEVANT EXPERIENCE

### Brooklyn Data Co.

VP, Data Strategy

Jul 2025 - Present

Director, Data Solutions

Jan 2024 - June 2025

Associate Director, Data Solutions

Sep 2023 - Dec 2023

Senior Manager of Data & Analytics

Apr 2023 - Aug 2023

Manager of Data & Analytics

Oct 2021 - Mar 2023

- **Defined and executed data strategy** for 20+ clients, aligning infrastructure, governance, and analytics with business goals across SaaS, e-commerce, and enterprise.
- **Built and scaled Brooklyn Data's governance practice**, leading implementations that improved data quality, compliance, and trust in analytics.
- **Grew and led a 9-person team** of data and analytics engineers and data analysts, fostering a culture of curiosity, technical excellence, and cross-functional collaboration.
- **Advised executives and business leaders** on data architecture, KPI frameworks, and modern tooling driving adoption and measurable impact.

### Senior Data Scientist, Global Worldwide

2019 - Oct 2021

- **Optimized the mobile game experience** by analyzing player behavior data, leading to improvements in engagement and retention.
- **Managed business intelligence tools and reporting pipelines**, ensuring accurate, real-time metrics for management decision-making.
- **Designed and implemented data tools** that enhanced revenue insights, user segmentation, and gameplay analytics to maximize business value.
- **Owned analytics for new game features**, defining tracking requirements and ensuring comprehensive reporting for performance evaluation.

### Chief Data Scientist, Shubh Loans

2017 - 2019

- **Developed machine learning models** to forecast key performance indicators, enabling proactive decision-making.
- **Designed and implemented KPI reporting systems**, improving visibility into business performance and accelerating data-driven insights.
- **Led the company's data science efforts**, mentoring junior data scientists and establishing best practices for modeling and analytics.
- **Advocated for data-driven decision-making**, embedding analytics into business workflows to enhance operational efficiency and strategic planning.

## SKILLS

- Data Analytics & Visualization
- Data Strategy Development
- Data Governance
- Team Leadership & Management
- Client Relationship Management
- Project Management
- Business Intelligence
- Public Speaking
- Advanced proficiency in SQL, Python, Snowflake, dbt, Tableau, Looker, PowerBI, and Jupyter, among others
- Trilingual (English, Spanish, Catalan)

## EDUCATION

### Ph.D., Sociology, The University of Wisconsin-Madison

Winner of an International Dissertation Research Fellowship (IDRF), as well as multiple awards for teaching, dissertation writing, and fieldwork.

### MPhil, Development Studies, The University of Sussex

Winner of a 'La Caixa' British Council Fellowship for graduate studies.

### M.B.A. and B.A., Business, ESADE Business School

PUBLICATIONS

2017

Gordon Gauchat, Timothy O'Brien and Oriol Miroso. "The Legitimacy of Environmental Scientists in the Public Sphere." *Climatic Change* 143(3-4):297-306.

2016

Oriol Miroso. "City Life, Water Values: City Dwellers in the Global North and Their Relationship to Water." *Intersections* 4(1):16-21.

2015

Oriol Miroso. "Water Affordability in the United States: An Initial Exploration and an Agenda for Research." *Sociological Imagination* 51(2):35-67.

2013

Oriol Miroso. "The Global Governance of Water in the 21st Century." *Intersections* 1(1):17-21

2012

Oriol Miroso and Leila M. Harris. "Human Right to Water: Contemporary Challenges and Contours of a Global Debate." *Antipode* 44(3):932-949.

2004

Lyla Mehta with Oriol Miroso. Financing Water For All: Behind the Border Policy Convergence in Water Management. IDS Working Paper 233, Brighton: IDS.

2003

Angel Castiñeira, Pau Vidal, Maria Iglesias, Oriol Miroso and Ana Villa. *Llibre blanc del tercer sector cívico-social*. Barcelona: Generalitat de Catalunya.

Assistant Professor of Sociology and Global Studies, University of Wisconsin-Milwaukee 2012 - 2017

- **Conducted quantitative and qualitative research** on public data access, environmental trends, and global public opinion, applying statistical modeling and data-driven insights.
- **Published research leveraging advanced analytics**, including structural equation modeling and machine learning techniques for public discourse analysis.
- **Taught and mentored graduate students** in research methods, statistical modeling, and analytical frameworks, fostering data literacy and critical analysis.
- **Presented research at 10+ conferences** and collaborated on interdisciplinary projects, demonstrating thought leadership in data-driven policy and decision-making.

AWARDS

Global Studies Fellowship, University of Wisconsin-Milwaukee	2015
Faculty Research and Creative Activities Support (FRACAS) Award, University of Wisconsin-Milwaukee	2014
Wisconsin Libraries Research Fellowship, University of Wisconsin System	2013
Global Studies Fellowship, University of Wisconsin-Milwaukee	2012
Excellence in Teaching Award for a Lecturer, Sociology Department, University of Wisconsin-Madison	2011
Marie Christine Kohler Fellowship for dissertators, University of Wisconsin-Madison	2009
International Dissertation Research Fellowship (IDRF), Social Science Research Council.	2007
Tinker-Nave Scholarship, Latin American, Caribbean and Iberian Studies Center, University of Wisconsin-Madison	2005
'La Caixa' / British Council Fellowship	2001