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Lara Vomfell

Experience_____

02/2021 -	Behavioural Data Scientist	Lloyds Banking Group London, UK	
	• Leveraging data science and behavioural insights to build hyper-personalised behavioural features		
	• Developed customer features tracking multi-dimensio	nal sustainable behaviour	
	 Built API pipeline to classify transactional data, increa 55% at above-market accuracy 	asing coverage from 30% to	
12/2018	Researcher	Alan Turing Institute London, UK	
	 Worked with Defence Science and Technology Laborat Developed new approach to sample size selection for ducing experimental effort by 40% 	tory during data sprint hazardous experiments, re-	
07 - 10/2015	Intern (Science Communication)	OECD Berlin, DE	
	• Designed the OECD Statistic of the Day, leading to recor	rd engagement on Facebook	
01/2013 - 08/2015	Research Assistant	University of Münster Münster, DE	
	Published research on data marketplaces (Chair of ConBuilt database on electric mobility (Research Centre for	mputer Science) or Information Science)	
02 - 04/2014	Intern (Customer segmentation)	Commerzbank AG Frankfurt, DE	
	Developed bespoke segmentation of international cus- largest credit institution	tomers at Germany's second	
Education			
10/2017 - 05/2021	PhD Applied Statistics for Behavioural Science	University of Warwick	
	• Thesis: "Statistical modelling of spatio-temporal decisi	ion data" Coventry, UK	
	Bridges Leverhulme Scholarship for bridging the social and mathematical sciences		
	Outputs: Publication at Nature Human Behaviour and based on my actionable recommendations	d new initiative at the police	
10/2015 - 09/2017	MSc Economics Hum	boldt University of Berlin	
	Specialization: Advanced Statistics and Predictive Analytics		
	• GPA of 1.7 (top 5%); Semester abroad at Nova University of Lisbon, PT		
	 Thesis: "Improving Crime Forecasts with Taxi and Tw grade and peer-reviewed publication 	itter Data"; highest possible	
10/2011 - 02/2015	BA Politics and Economics	University of Münster	
	GPA of 1.7 (top 5%); Semester abroad at Federal University of Santa Catarina, BR		
	 Thesis: "Surveying Data Marketplaces: Trends and De ble grade and peer-reviewed publication 	velopments"; highest possi-	

Skills ____

Statistical modeling	Linear, logistic and count data models; spatio-temporal point processes; outlier de- tection; supervised machine learning techniques; Bayesian inference; hierarchical and mixed models
Coding	Python, SQL, R

Languages German (native), English (fully proficient), Portuguese (fluent), French (basic)

Publications and work in progress _____

Officer bias, over-patrolling, and ethnic disparities in stop and search. **Vomfell, L.** and N. Stewart (2021). *Nature Human Behaviour*. 5, 566–575

- Robust Bayesian Inference for Discrete Outcomes with the Total Variation Distance. **Vomfell, L.** and J. Knoblauch (2021). In preparation
- (No) Spillovers in reporting domestic abuse to police. Vomfell, L. and J. Povala (2021). In preparation
- Improving crime count forecasts using Twitter and taxi data. **Vomfell, L.**, W. K. Härdle, and S. Lessmann (2018). *Decision Support Systems*. 113, 73–85
- A classification framework for data marketplaces. Stahl, F., F. Schomm, G. Vossen, and **Vomfell, L.** (2016). *Vietnam Journal of Computer Science*. 3. 3, 137–143
- Marketplaces for digital data: Quo vadis? Stahl, F., F. Schomm, **Vomfell, L.**, and G. Vossen (2015). ERCIS–European Research Center for Information Systems. Working Paper 24

Selected presentations and seminars _____

07/2020	Stop & Search Commission, West Midlands PCC	Birmingham, UK
11/2019	Meeting of the Society for Judgement and Decision Making	Montréal, CA
09/2019	IAREP/SABE Conference	Dublin, IE
08/2019	Subjective Probability, Utility, and Decision Making	Amsterdam, NL
05/2019	Chicago Booth Invited seminar	Chicago, US
08/2018	High Dimensional Nonstationary Time Series Invited seminar	Berlin, DE

Fellowships and awards_____

2017 - 2021 Bridges Leverhulme Doctoral Scholarship for tuition and maintenance £14,254 p.a.

- 08/2018 Visiting Researcher High Dimensional Nonstationary Time Series group in Berlin
- 2018, 2019 Bank of England Teaching award for 'Big Data Analytics'
 - 2015 **Thesis Award** Best bachelor's thesis in computer science awarded by zeb
 - 2013 **PROMOS Scholarship** International mobility scholarship