

Victor Angelo Blancada

Global Head of Supply Chain Analytics

AI, Data Science, and Optimization Leader

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EXECUTIVE SUMMARY

Cross-industry AI, data science, and analytics leader with over a decade of experience building high-performing global teams across logistics, marketing and media, strategy consulting, and consumer products. Recognized for combining deep quantitative expertise — spanning machine learning, quantitative modeling, generative AI, and operations research — with the commercial judgment and executive presence to translate complex data problems into measurable business outcomes for Fortune 500 clients.

Currently leads a global analytics organization at A.P. Moller–Maersk, delivering production Generative AI systems, 3D digital twin modelling, enterprise data platforms, and supply chain optimization tools. Prior leadership roles include data science and analytics practice lead for Hong Kong and Greater China at Publicis Worldwide, managing the global predictive modeling hub at IPG Mediabrands, and strategy consulting engagements for US clients at Mitchell Madison Group.

CORE COMPETENCIES

AI & Machine Learning: Generative AI & LLMs, AI Agent Design (RAG, Tool Calling, LLM), MLOps & ML Model Deployment, Deep Learning, NLP, Computer Vision, Predictive Modeling, Bayesian Statistics

Data Platform Engineering: Cloud Data Architecture, ETL / ELT Pipelines (Kafka), Big Data (Spark, Hadoop), Python, SQL, R, Power BI, Tableau, AWS, Dremio

Analytics & Optimization: Operations Research, Marketing Mix Modeling, Marketing Attribution, Supply Chain Network Design, Center-of-Gravity Analysis, Statistical Analysis, GHG & Sustainability Reporting

Leadership & Delivery: Global Team Building & Mentoring, Digital Transformation, C-Suite Consulting & Stakeholder Engagement, Cross-Industry Advisory, Program & Product Management, Business Development

CAREER HIGHLIGHTS

- Built and deployed Mimir: an in-house Generative AI agent (LLM + RAG + tool calling) that automates global RFP review and solution design, cutting response time from days to hours across Maersk Contract Logistics worldwide.
- Pioneered an AI-powered 3D digital twin of a 1.2M sq ft warehouse, incorporating AnyLogic simulation and ML-based wave/task optimization – a first-of-kind deployment for Maersk.
- Architected a global facility-level GHG emissions reporting platform across 125+ sites in five regions, enhancing Maersk’s sustainability proposition and supporting board-level regulatory commitments.
- Drove up to 13% client sales lift by engineering a large-scale custom media portfolio optimization algorithm deployed across Asia-Pacific for Fortune 500 brands including Johnson & Johnson and Coca-Cola.
- Directed the USD \$400MM expansion of a North American telecommunications carrier, engaging C-suite executives and leveraging a terabyte-scale SQL Server and Neo4j graph databases to optimize their last mile network.
- Increased active user count by 73% for a multinational insurer’s chatbot by applying NLP-driven UX insights – delivered through Publicis Worldwide.
- Generated USD \$9MM in cost savings for a US manufacturing client through strategic sourcing and vendor contract renegotiation.
- Successfully predicted the winning candidate in the 2016 Philippine national elections months before traditional analysis as part of a competitive analysis for a client political party.
- Spearheaded the data science and data engineering aspect of an analysis of social media user behavior over the Chinese New Year, published in the South China Morning Post.
- Recognized as a National Finalist in the 2013 Big Data Innovation Programming Contest sponsored by Trend Micro for work on natural language processing.

WORK EXPERIENCE

Global Head of Supply Chain Analytics

Maersk Contract Logistics | Singapore

Apr 2023 – Present

Leads a global analytics organization spanning Generative AI, data engineering, BI, supply chain network optimization, and sustainability analytics. Sets technical and strategic roadmap; hires and mentors regional analysts; partners with Business Development, Solution Engineering, and Operations Excellence across five global regions.

- Designed and launched Mimir, a production Generative AI agent (LLM + RAG + tool calling) that accelerates RFP response and solution design globally – piloted with all regional solution design leaders; Phase 2 introduces AI-driven recommendations from Maersk Contract Logistics (MCL) best-practice playbooks.
- Co-led the Digital Twin & Warehouse AI project at the 1.2M sq ft Groveport DC: 3D photogrammetry, AnyLogic/FlexSim simulation, AWS QuickSight dashboards, and ML-based wave/task optimization – a first-of-kind deployment for MCL.
- Architected and deployed a global GHG facility-level emissions reporting platform (Power BI + Python + DataLoader) spanning 125+ sites across all five MCL regions, enabling customer-level emissions visibility and supporting Maersk's energy transition.
- Built an AI-powered Loopio RFP knowledge base optimization pipeline using NLP deduplication and answer synthesis across 1,524 entries, significantly improving RFP response quality and reducing SME effort.
- Developed the SCA Toolbox – a self-service Python web application (Akamai-hosted) providing geocoding, Centre-of-Gravity analysis, Travelling Salesman optimization, and map-making to country-level solution design teams globally.
- Directed 20+ global SCND and Centre-of-Gravity studies for flagship clients including Mars, IKEA, Nike, Crocs, ON Running, Levi's, Lululemon, Carter's, PUMA, and PASCAL – supporting contract renewals and new business acquisition.
- Delivered global business intelligence (BI) programs: customer-facing KPI dashboards for Levi's, ON Running, Lululemon, RIMAN Korea, and others via Tableau and Power BI with automated pipelines and real-time refresh.
- Built the Active Pipeline Tracker giving Business Development, Solution Engineering, and Platforms real-time global revenue visibility through Power BI, Salesforce, and SharePoint.
- Led design and development of MCL-wide transportation emissions visibility dashboard, routing transport management system data from country-level instances around the world into a central data lake for cross-regional carbon reporting.
- Created Robotic Process Automation (RPA) pipelines to digitize and automate creation of documents including certificates of origin for customs processing, truck loading plans for transport, and other use cases to reduce repetitive manual work.
- Grew and mentored the Supply Chain Analytics team through the integration from LF Logistics into Maersk, maintaining productivity and engagement during significant organizational change.

Senior Manager – Data Science, Global Supply Chain Analytics

LF Logistics | Hong Kong SAR, China

Apr 2019 – Apr 2023

Built and led the data science function for a global 3PL end-to-end – from data engineering to ML model deployment – across warehouse, transport, and strategic sourcing domains.

- Built the Supply Chain Analytics (SCA) Portal analytics platform from scratch, enabling browser-based AI/ML product delivery.
- Led the development of the data science platform for LF Sourcing's costing center of excellence, the first of its kind in the industry, built to provide merchandisers with insights for vendor negotiation and strategic sourcing.
- Championed data literacy across the organization by establishing the Tableau Users Community and personally developing and delivering a training program to over 200 management employees.
- Built regional control tower dashboard systems for accounts such as Nike and Colgate Palmolive to improve real-time visibility and control over logistics operations using tools such as Plotly Dash, Tableau, Power BI, and Google Data Studio, collaborating closely with client and internal teams to improve real-time visibility and operational control.
- Created a few-shot learning SKU-level demand prediction system for Nike to improve inventory planning especially for new seasonal designs.
- Reduced ML application development cycle from two months to two weeks by implementing MLOps best practices (modular libraries, model retraining scripts, Dash GUIs) across all data science projects.
- Trained a deep learning transformer language model to parse freeform customer addresses and extract relevant fields such as zip codes, building floors, provinces, and cities.
- Led the multi-temperature supply chain network consolidation of a major regional food and beverage conglomerate, resulting in a 10% logistics cost reduction.
- Led the creation of a chatbot to access and summarize data from LF Logistics' warehouse management system and transportation management system.

- Demonstrated resilience and effective leadership by successfully navigating the Supply Chain Analytics team through organizational changes and COVID-related disruptions, maintaining high productivity with a reduced headcount.
- Developed an inventory replenishment platform used by Li & Fung's supply chain management teams to manage orders for major North American retailers including The Home Depot.

Data Science & Analytics Lead – Hong Kong & Greater China

Publicis Worldwide | Hong Kong SAR, China

Apr 2017 – Apr 2019

Led data science, analytics engineering, and data strategy teams across financial services, travel, insurance, and consumer goods clients – building the analytics proposition for Publicis Groupe across Hong Kong, Macau, and Greater China.

- Drove new business development: identified opportunities, led pitches, and established client relationships — playing an active role in growing the Hong Kong analytics practice revenue.
- Applied NLP and machine learning to improve user interactions in a multinational insurer's chatbot app, resulting in a 73% increase in active users.
- Developed and deployed multi-touch attribution models for travel and tourism clients, replacing legacy last-click models and enabling more accurate budget allocation across digital and offline channels.
- Spearheaded the data science and data engineering aspect of an analysis of social media user behavior over the Chinese New Year that was published in the South China Morning Post.
- Designed and deployed big data solutions on-premise and in the cloud (Hadoop, Salesforce) for FMCG and financial services clients, enabling real-time personalization and audience segmentation at scale.
- Provided oversight to data projects to ensure compliance with GDPR, PDPA, and other new data privacy regulations emerging at the time.
- Developed interactive data visualizations using modern methods and systems such as Tableau and D3.js web apps.
- Introduced Publicis 'Newsdesk' (a real-time, data-driven marketing platform) across accounts.
- Worked with clients and third-party vendors to implement marketing technology solutions such as customer data platforms (CDP), data management platforms (DMP), and marketing automation software.

Analytics Technology Manager – Asia-Pacific

IPG Mediabrands | Philippines

Sep 2015 – Apr 2017

Owned the data technology framework for Asia-Pacific and led the company's global predictive modelling hub, serving Fortune 500 clients across FMCG, pharmaceuticals, and consumer electronics.

- Generated client sales lift of up to 13% by engineering a custom large-scale media portfolio optimization algorithm – the only tool capable of handling multi-year, cross-market, cross-portfolio optimization of weekly media assets at that scale in the region.
- Applied Bayesian Markov-chain Monte Carlo methods to build marketing mix models for global brands including Johnson & Johnson and Coca-Cola, attributing ROI to media channels and guiding annual budget decisions.
- Led a team of analysts delivering strategic analytics to C-suite clients on media/marketing mix modelling, customer acquisition, cross-channel attribution, and strategic budgeting – combining statistical rigor with executive-ready storytelling.
- Oversaw end-to-end management of performance analytics solutions, i.e., managing data gathering and ETL, creating analysis files, building models, running optimizations, writing presentations, and pitching to clients.
- Developed an automated flu-tracker that predicts flu incidence based on variables such as weather and search interest to help schedule marketing campaigns for cold and flu medicine.
- Successfully predicted the winning candidate in the 2016 Philippine national elections months before traditional analysis as part of a competitive analysis for a client political party.
- Served as subject matter expert on advanced analytics techniques, e.g., nonlinear optimization, multivariate regression analysis, predictive modeling, logistic regression, factor analysis, sales forecasting, response prediction, advertising effectiveness, consumer profiling, market mix and ROI measurement.

Business Analyst – Strategy Consulting

Mitchell Madison Group | Philippines (on-site at US Clients)

Jun 2014 – Sep 2015

Deployed on-site at Fortune 500 client offices across North America, leading data science and analytics workstreams within C-suite management consulting engagements in telecoms and manufacturing.

- Directed the US\$400M network expansion of a North American telecommunications carrier: leveraged a terabyte-scale SQL Server and Neo4j graph database, ran bottom-up predictive simulations for customer-level sales forecasting, and applied graph optimization to determine the optimal network configuration — presenting findings directly to senior C-level executives.

- Generated US\$9M in cost savings (12% of total cost) for a US manufacturing company through on-site strategic sourcing analysis, vendor benchmarking, and contract renegotiation.
- Led the Data Science Team developing enterprise business intelligence technology and applying operational analytics to streamline client operating costs across multiple industry verticals.
- Executed top-down strategic frameworks to identify market opportunities, conducted industry research to surface efficiency gaps, and developed decision-support tools adopted by client strategy teams.

Market Intelligence Intern – Office of the Managing Director

L’Oreal Group Philippines, Inc. | Philippines

Apr 2013 – Jun 2013

- For Consumer and Market Intelligence (CMI), developed a universal Customer Relationship Management (CRM) program for use across all brands under the L’Oreal umbrella in the Philippines. Conducted market research activities such as product testing and point-of-sale (POS) data analysis.
- For Media, developed an annual media plan, negotiating with media agencies and benchmarking media investments against competitor brands. Developed creative advertising campaigns on print, online, as well as out-of-home media. intelligence technology and applying operational analytics to streamline client operating costs across multiple industry verticals.

Analyst – Department of Industrial Engineering and Operations Research

University of the Philippines-Diliman | Philippines

Mar 2010 – Apr 2014

- Conducted a study to improve the room admissions system of a major Philippine hospital using data mining and systems simulation techniques. Developed a stochastic Markov chain model from extracted data and created a Monte Carlo simulation to predict the effect of admissions policy changes on system efficiency.

EDUCATION

MIT CTL Executive Training on AI/ML in Supply Chain & Logistics

Massachusetts Institute of Technology

Oct 2025 – Nov 2025

Fung Academy AI in Action Curriculum (Technical Track)

Fung Academy

Nov 2019

Bachelor of Science in Industrial Engineering (Summa Cum Laude)

University of the Philippines – Diliman

Jun 2009 – Apr 2014

- Summa cum laude in B.S. Industrial Engineering from the University of the Philippines, with a grade point average of 1.11 (US GPA equivalent is 3.95).
- National Champion, Operations Research Quiz Competition 2014 sponsored by the Operations Research Society of the Philippines.
- National Champion, Operations Research Quiz Competition 2013 sponsored by the Operations Research Society of the Philippines.
- National Champion, Industrial Engineering Quiz Competition 2013 sponsored by the Philippine Institute of Industrial Engineers.
- National Finalist, 2013 Big Data Innovation Programming Contest sponsored by Trend Micro.
- National Finalist, Indie Eng’g Engineering Competition 2012 sponsored by Tanging Yaman Foundation.
- University of the Philippines Oblation Scholar.
- University Scholar.

SELECTED AWARDS AND COMMENDATIONS

- Resource Person for the 2022 Industry Consultation for the Review and Enhancement of the University of the Philippines - Los Banos BS Industrial Engineering Program
- Trainer - Maersk Power BI Training Program
- 98th Percentile Ranking on the Global Bloomberg Aptitude Test (BAT)
- 2017 Tableau Visual Analytics Forum Participant
- Awardee, Ten Outstanding Students of Makati City for 2009
- High School Valedictorian, Don Bosco Technical Institute – Makati City
- Elementary Valedictorian, Don Bosco Technical Institute – Makati City

SELECTED PUBLICATIONS

- Blancada, V. (2019, January). AI Biases and Independent Variables. [Data Driven Investor](#).
- Blancada, V. (2019, March). 10,000 Hours, Artificial Intelligence, and the Democratization of Expertise. [Data Driven Investor](#).
- Blancada, V. (2020, September). Logistics Center of Gravity Analysis in Python. [Analytics Vidhya](#).