

# MATTHEW G. JOHNSTON, PhD

London/Cambridge | 6 months' notice | <https://matthew-johnston.com/> | [hello@matthew-johnston.com](mailto:hello@matthew-johnston.com)

## COMPETENCIES

Leader	<ul style="list-style-type: none"><li>-Senior technology executive with P&amp;L oversight of a PE-backed 100-store retail chain</li><li>-Selected as a Sainsbury's Future Leader; additionally won Sainsbury's employee of the year</li><li>- DataIQ 2024 <u>Future Leader</u></li><li>- Chair of UKBC: running a charity of for &gt;70k students annually with a turnover of &gt;£100k</li></ul>
Analytical and Problem Solving	<ul style="list-style-type: none"><li>- 4-year PhD programme and 3 internships, including international experience at Lausanne, Switzerland</li><li>- designed and performed my own experiments, including all required controls to give biological insight</li><li>- designing and implementing A/B tests for Sainsbury's marketing controlling &gt;£100 m a year</li></ul>
Stakeholder Management	<ul style="list-style-type: none"><li>- drive projects end-to-end, e.g. personalised before-you-go recommendations on groceries online</li><li>- encourage the uptake of my team's models from other analytical, insights and marketing teams</li><li>- work with finance and marketing stakeholders to optimise the spend of a multimillion budget</li><li>- collaborative experimental work, leading to <u>joint first authorship on a PNAS paper</u></li></ul>
Communication (Oral and Written)	<ul style="list-style-type: none"><li>- write succinct reports, presentations and pitch decks for board meetings and PE investors</li><li>- multiple international presentations (&gt;95% speaker rating at my most recent conference)</li><li>- published technical and lay articles (<a href="https://matthew-johnston.com/publications/">https://matthew-johnston.com/publications/</a>)</li></ul>
Coding (R, React, NodeJS, Python, Github)	<ul style="list-style-type: none"><li>- full-stack developer for British Biology Olympiad written in React, NodeJS and PostgreSQL. Built a bespoke exam application, with in-depth live reporting on exam results</li><li>- scientific computing using a HPC cluster in BASH and downstream analysis in Perl and R</li><li>- statistical expert in R leading to several collaborative <u>publications</u></li><li>- overseeing and QAing work in Snowflake SQL, Python and R, deployed on Airflow</li></ul>

## EXPERIENCE

Sep 2024 – Present	<b>Chief Technology Officer, Jollyes, TDR Portfolio Company</b>  Running Jollyes' tech infrastructure from wifi and tills to data warehousing and insights. Within 30 days, I led the deployment of new in-aisle label printers for >100 stores and managed the changeover of our central payment processing to reduce payment friction and errors by 90%. The senior exec responsible for data science insights to the board and PE investors
Aug 2023 – Sep 2024	<b>Head of Data Science (Marketing), Sainsbury's</b>  Leading teams of data scientists supported by data science managers to deliver value from Sainsbury's data, ranging from optimised ad spend in Argos (270% increase in ROAS) to personalising 'similar product' recommendations, by enabling large cross-team projects
May 2022 – Aug 2023	<b>Data Science Manager, Sainsbury's</b>  Owning Sainsbury's advanced data science team of 6 DSs with 10 DEs to deliver over £50m of marketing offers a year. In the first month, a new NBM programme I delivered drove £10m of Christmas sales. Integrated our decisioning with offline channels, and led A/B testing decisions  Responsible for all customer-level segmentations, describing and predicting, the actions of millions of Sainsbury's and Argos customers every week using statistics and ML
Jul 2021 – Apr 2022	<b>Senior Data Consultant, Artefact</b>  I managed a digital transformation team within an FMCG company, developing and implementing an advanced audience-segmentation tool, which leverages first party data and machine learning
Oct 2016 – Jan 2021	<b>Biology and Statistics PhD, Composition of and interactions at plasmodesmata, John Innes Centre</b>
Oct 2013 – Jul 2016	<b>Class I, Natural Sciences, BA, Christ's College, University of Cambridge</b>  <b>Rosabel Spencer-Thomas Prize in Natural Sciences (2016)</b> <b>Christ's College Sporting Award (2016)</b>