Georgios Giasemidis, D.Phil.

Senior AI & Data Science Leader | Expert in Agent-Based Modelling, Agentic Applications, and ML

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[LinkedIn](#) | [GitHub](#) | [Google Scholar](#) | [Blog](#)

Executive Summary

Strategic AI and data science leader with over a decade of experience delivering cutting-edge AI products and strategies across marketing, sports analytics, and applied research. D.Phil. in Theoretical Physics from the University of Oxford. Proven track record in leading multi-disciplinary teams, developing scalable agent-based simulations, and pioneering generative AI solutions. Recognised public speaker, mentor, and open-source contributor.

Core Competencies

- **AI & ML Expertise** – Agent-Based Modelling (ABM), LLM Agents, Machine Learning, Timeseries Forecasting, Geo-Spatial Modelling, Optimisation.
- **Tech Stack** – Python (NumPy, Pandas, SciPy, Scikit-learn, Ray, FastAPI, Streamlit), SQL, Docker, GCP, Snowflake, CI/CD, APIs.
- **Leadership & Strategy** – AI Product Strategy, Technical Roadmap, Stakeholder Management, Cross-functional Team Leadership, Public Speaking, Mentorship

Professional Experience

Senior Director, Data Science at *Choreograph (WPP Media), London*   May 2025 – Present
- Lead AI and product strategy for (ABM) simulation products in marketing.
- Manage full-stack team (data scientists, engineers, designers) delivering simulation products.
- Delivered LLM-powered "data chatbot" reducing analytics turnaround from hours to minutes.
- Developing (with engineers) a parallelised ABM engine using Ray, reducing simulation runtimes.
- Act as public AI thought leader via conference talks and industry workshops.
- Leading the Data Science and AI community by organising seminars, workshops and hackathons.

Mentor at MentorCruise.com   Apr 2024 – Present
- Mentored 10+ professionals in AI/data science, achieving a five-star and a top 8% mentor rating.

Scientific Collaborator at *Sports Analytics Group, Dept. of Statistics, AUEB*   Dec 2024 – Present
- Contribute to applied research in sports analytics, focusing on open source data collection, predictive modelling and simulation, see presentation.

Lead Data Scientist at *Choreograph (WPP Media), London*   Apr 2022 – Apr 2025
- Developed ABM simulations, ML models, and generative AI prototypes for marketing and advertising.
- Line and team management.
- Created simulation environments for LLM-powered digital personas to test campaign responses.
- Created text-to-sql applications for democratising data insights across the business.
- Geospatial ML modelling for location-based insights, see presentation.
- Founded and led organisation's internal Gen AI community.

Senior Data Scientist at *Choreograph (WPP, formerly Sandtable), London*   Apr 2019 – Apr 2022
- Delivered ABM solutions across the automotive, retail, healthcare, and media sectors.
- Managed client projects and ensured on-time, high-impact delivery.

Senior Data Scientist at *CountingLab LTD, Reading*   Dec 2013 – Apr 2019
- Applied ML, forecasting, and optimisation to energy, retail, and defence projects.
- Secured funding by pitching and winning AI concepts to InnovateUK and MoD.

Education

D.Phil. (Ph.D.) Theoretical Physics, 2009 - 2013 – University of Oxford, Kellogg College
Thesis: Spectral dimension in graph models of causal quantum gravity.
B.Sc. Physics, 2004 - 2009 – University of Athens, First Class Honours (9.06/10)

Publications & Open Source

- **Publications:** 13 peer-reviewed journals, 6 conference proceedings, 2 book chapters. See Google Scholar.
- **Open Source:** Author of euroleague-api, widely used in European basketball analytics.