Georgios Giasemidis, D.Phil.

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

📍 London, UK | 📧: g.giasemidis@gmail.com | 📱: +44(0)7909414309

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 in basketball analytics.

Core Competencies

- **AI & ML Expertise** – Agent-Based Modelling (ABM), Applied AI (LLMs, agent-based systems, synthetic audiences, RAG, MCP, LLM evaluation) , Machine Learning, Timeseries Forecasting, Geo-Spatial Modelling, Optimisation.
- **Tech Stack** – Python (NumPy, Pandas, SciPy, Scikit-learn, Ray, FastAPI, Streamlit), SQL, Docker, GCP, Azure, CI/CD, APIs.
- **Leadership & Strategy** – AI Product Strategy, Technical Roadmap, Stakeholder Management, Cross-functional Team Leadership, Public Speaking, Mentorship, European Basketball Analytics.

Professional Experience

Head of Data & AI at The Sports Consultancy, London — Oct 2026 – Present
- Leading the Data & AI strategy.
- Developing the data foundation, pipelines, and automations.
- Developing agentic solutions for business efficiency.
- Prototyping tools and products.

Mentor at MentorCruise.com — Apr 2024 – Present
- Mentored over 10 professionals in AI/data science, achieving a five-star rating 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, see paper, and simulation, see presentation.

Senior Director, Data Science at *WPP, London* — May 2025 – Oct 2026
- Lead AI and product strategy for (ABM) simulation products in marketing.
- Manage a full-stack team of data scientists, engineers, and designers, delivering simulation products.
- Lead research teams in developing synthetic audiences, grounded in proprietary consumer datasets.
- Led, designed, and deployed LLM-powered agentic systems (RAG, MCP, evaluation, guardrails), in production environments that cut the user's time to insights from hours to minutes.
- Delivered an LLM-powered "data chatbot" that reduced analytics turnaround from hours to minutes.
- Developed (with engineers) a parallelized ABM engine using Ray, reducing simulation runtimes.
- Act as a public AI thought leader through conference talks and industry workshops.
- Lead the Data Science and AI community by organising seminars, workshops, and hackathons.

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 profile.
- **Open Source:** Author of Euroleague Api Python package, widely used in European basketball analytics.