

Mark Graus

Name Mark Peter Graus
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Professional Experience

- 2017 – Present** **Data Science Researcher**, Jheronimus Academy of Data Science, 's-Hertogenbosch, Netherlands
- Development of data science research and education based on public datasets within a new program.
- 2011 – Present** **Data Science PhD Student**, Eindhoven University of Technology, Eindhoven, Netherlands
- Research in a collaboration with Philips Research, aimed at incorporating psychological understanding of users in data-driven personalization, such as recommender systems and website adaptations.
- Applications in the areas of Internet-of-Things connected devices, websites and mobile apps.
- 2013 – 2014** **Personalization Data Scientist**, O2mc, Uden, Netherlands
- Research and development of website personalization.
- Responsible for the translation of academic research to client solutions and work on the technical requirements, proof-of-concepts and project structures.
- Sharing of knowledge from university to company.
- 2011 – 2013** **Technical Consultant Online Analytics**, Adversitement, Uden, Netherlands
- Implementation of online analytics solutions for multinational companies throughout Europe.
- Implementation of online **A/B tests** to optimize websites in terms of user experience and/or revenue.
- 2010 – 2011** **Research Assistant**, Eindhoven University of Technology, Eindhoven, Netherlands
- Design and implementation of online studies for academic research.
- 2008** **Website Developer**, Aduna, Amersfoort, Netherlands
- Implementation of corporate website.
- 2006 – 2008** **Departmental Website Administrator**, Eindhoven University of Technology, Netherlands
- Assistance with maintaining the departmental website within the university-wide content management system.

Skills

Statistics/Machine Learning

Extensive knowledge on descriptive and predictive modeling in R, Python and SPSS, Weka, Mahout.

Data Processing/Modeling

Experience with MongoDB, Hadoop, SciDB, PostgreSQL for aggregating and analyzing data.

Online Analytics and Optimization Tools

Experience with the use and implementation of online analytics and optimization tools such as Omniture SiteCatalyst, Google Analytics, Omniture Test & Target, and Visual Website Optimizer.

Business Development

Experience with combining market, technical, and academic knowledge and translating these into business solutions and persuading internal and external stakeholders.

Programming

Experience with programming in C, C#, Java, Scala and Groovy, as well as PHP/HTML/JavaScript for website development.

Education

- 2007 – 2011** **MSc Human-Technology Interaction**, Eindhoven University of Technology, Eindhoven, Netherlands
- Program aimed at understanding the interaction between people and technology.
 - Background combined in computer science (machine learning) and social sciences (consumer psychology, psychology of decision making).
 - Master thesis aimed at combining psychological theory in models constructed through recommender algorithms.
- 2008** **Exchange Program**, National University of Singapore, Singapore (one semester)
- Attended lectures on Bayesian networks, neural networks, computer vision and statistics as preparation for my thesis.
- 2002 – 2007** **BSc Innovation Sciences**, Eindhoven University of Technology, Eindhoven, Netherlands
- Program aimed at understanding technology in a social context.
 - Courses in computer science (programming, logic, mathematics) and social sciences (sociology, economics, law, psychology).
- 1995 – 2001** **High School**, Thomas à Kempiscollege, Zwolle, Netherlands

Extracurricular Activities

- 2014 – Present** **Co-Founder of ClouwdNine**
- Managing an online radio station.
 - Responsible for building and maintaining the infrastructure, websites, social media of the radio station and on-boarding DJs.
- 2005 – 2007** **Editor in Chief Intermania (Magazine of Study Association)**, Eindhoven
- Responsible for restructuring the workflow of the editorial board.
 - Supervising the development and introduction of a new layout.
- 2005 – 2007** **Editor TM Messenger (Magazine of Department)**, Eindhoven
- Attending editorial board meetings to discuss content.
 - Writing of articles and photography for accompanying illustrations.
- 2005 – 2006** **Program Committee Cultureel Festival Virus**, Eindhoven
- Organization of a national music and arts festival.
 - Booking, maintaining contact and accompanying of international music artists.

Languages

Dutch:	Mother Tongue
English:	Good
French:	Good
German:	Basic

Hobbies and Pastimes

Music,
Road Cycling,
Photography

Appendix A: Publications

Journal Publications

Willemsen, M.C., **Graus, M.P.**, and Knijnenburg, B.P. (2016). Understanding the role of latent feature diversification on choice difficulty and satisfaction. In *User Modeling and User-Adapted Interaction: The Journal of Personalization Research UMUAI*, 26(4). New York, NY, USA. ACM.

Conference Proceedings

Ferwerda, B., **Graus, M.P.**, Vall, A., Tkalčić, M., & Schedl, M. (2017). How item discovery enabled by diversity leads to increased recommendation list attractiveness. In *Proceedings of the Symposium on Applied Computing* (pp. 1693-1696). ACM.

Graus, M.P., and Willemsen, M.C. (2015). Improving the User Experience during Cold Start through Choice-Based Preference Elicitation. In *RecSys '15: Proceedings of the ninth ACM conference on Recommender Systems*. New York, NY, USA. ACM.

Graus, M.P., Willemsen, M.C., and Swelsen, K. (2015). Improving the user experience during cold start through choice-based preference elicitation. In *Ricci, F., Bontcheva, K., Conlan, O., & Lawless, S. (Eds.). (2015). User Modeling, Adaptation and Personalization* (Vol. 9146). Cham: Springer International Publishing.

Bollen, D., **Graus, M.P.**, and Willemsen, M.C. (2012). Remembering the stars?: effect of time on preference retrieval from memory. In *RecSys '12: Proceedings of the sixth ACM conference on Recommender systems*, (p. 217-220). New York, NY, USA. ACM.

Bollen, D., Knijnenburg, B.P., Willemsen, M.C., and **Graus, M.P.** (2010). Understanding choice overload in recommender systems. In *RecSys '10: Proceedings of the fourth ACM conference on Recommender systems*, (p. 63-70). New York, NY, USA. ACM.

Haans, A., IJsselsteijn, W. A., **Graus, M.P.**, & Salminen, J. A. (2008). The virtual midas touch: helping behavior after a mediated social touch. In *CHI '08: extended abstracts on human factors in computing systems*, (p. 3507–3512). New York, NY, USA. ACM.

Workshop Proceedings

Graus, M.P., and Willemsen, M.C. (2016). Can trailers help to alleviate popularity bias in choice-based preference elicitation?. In *Proceedings of INTRS 16 (RecSys'16)*. Boston, MA, USA. ACM.

Ferwerda, B., **Graus, M.P.**, Vall, A., Tkalčić, M., & Schedl, M. (2016). The Influence of Users' Personality Traits on Satisfaction and Attractiveness of Diversified Recommendation Lists. In *Proceedings of EMPIRE '16 (RecSys'16)*. Boston, MA, USA. ACM.