Bastien Boutonnet

Product & Data Science Lead

hello@bubbleform.xyz +31611696792 Amsterdam, NL

Available for project-based and fractional work. Remote/Hybrid, based in Amsterdam.

Skills

Product Management
Agile, Shape Up, Kanban
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Leadership & Coaching
●●●●○

Python
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Machine Learning/Deep Learning
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Data Engineering
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Web & App Design
●●○○○

Microservices/API Development
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SQL (Analytical & Backend)
Snowflake, Postgres, Google BigQuery
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Git
●●●●●

Infra
AWS, Terraform, K8s
●●○○○

Sound Design
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Music Production
●●●●○

Profiles

Web
bastienboutonnet.com

GitHub
github.com/bastienboutonnet

LinkedIn
www.linkedin.com/in/bastienboutonnet

Languages

French
●●●●●

English
●●●●●

Spanish
●●○○○

Dutch
●○○○○

Interests

Music Production & Sound Design
Bouldering & Rock Climbing
Sound Engineering
Community Building

Summary

Neuroscientist turned freelance AI & data science leader. I build products, teams, and AI capabilities from zero inside high-growth startups — on a project or fractional basis.

At Soda, I founded and led the Intelligence & Automation team, growing it from a blank page to a group of full-stack data scientists shipping user-facing AI products (anomaly detection, root-cause analysis, SodaGPT) that became the company's strongest open-source-to-paid conversion lever. At Navan (formerly TripActions), I stood up the data science function and built recommendation and search personalization systems that cut content discovery time from 30+ seconds to under 10. At TravelBird, I built a marketing attribution model worth +€5M in annual profitability.

Drop me into ambiguity and I'll come back with a working team, a shipped product, and a measurable result. Now independent — if you're a startup that needs to stand up a data/AI function or ship an AI product fast, let's talk.

Outside work, I produce electronic music and run an online radio.

Experience

Independent
Amsterdam, NL
Freelance AI & Data Science Lead
Apr 2026 – present

Independent since April 2026 — building and leading data and AI products for clients, from R&D to shipped, and helping teams do the same.

Currently embedded with the founder of **EnergyLabs**, taking their energy-optimization engine from R&D toward production: a deterministic, explainable battery-sizing engine built on linear programming (Python, PyPSA, HiGHS). It's exactly the applied-optimization, zero-to-shipped work I like best.

Soda
Amsterdam, North Holland, Netherlands
AI Products Lead (Founding Employee)
Apr 2021 – Apr 2026

Founded the Intelligence & Automation team from scratch and grew it into a self-directed unit of full-stack data scientists operating at the intersection of product research and production engineering.

The team owned its problem space end-to-end — from identifying user pain points and prototyping solutions to shipping production features — delivering:

- **SodaGPT** (LLM-powered data quality assistant)
- **Time-series anomaly detection**
- **Automated root-cause analysis**
- **Semantic data type detection**
- **Data quality check suggestions**

These products became Soda's strongest lever for converting open-source users to paid customers. When it came to integration, the team embedded directly with cloud engineering squads in a tiger-team model — no handoffs, no specs over the wall.

Cooking
Tattooing

Certifications

Neural Networks and Deep Learning
Coursera
Oct 2017

Navan
Amsterdam, Netherlands
Senior Data Scientist
Jan 2019 – Apr 2021

Joined as a Data Scientist in January 2019 and was promoted to **Senior Data Scientist** in October 2019. Stepped into a young data science function and shaped it into a product-facing operation — leading squads of 2–4 data scientists across multiple product lines simultaneously.

Built and shipped data products with direct user impact:

- **Search personalization and content recommendation** (Flights & Hotels) — cut content discovery time from 30+ seconds to under 10
- **NLP-based receipt itemization** for the Liquid expense product
- **Revenue and yield optimization** (Hotels)
- **Geospatial clustering** for internal tooling

Worked directly with PMs and C-level to spot product opportunities, scope them, and turn them into production-grade systems — no waiting for a roadmap to tell us what to build.

TravelBird
Amsterdam, Netherlands
Data Scientist
Nov 2016 – Nov 2018

Operated as a one-person data science generalist across every revenue-critical part of the business — attribution, forecasting, portfolio strategy, and recommendations.

Highlight projects:

- Built a **marketing attribution model** (Markov chain-based) that directly added **+€5M/year in net profitability** by reallocating spend to the touchpoints that actually converted
- Created a **12-month demand forecasting system** that shifted the sales team from reactive sourcing to proactive planning
- Led a **portfolio analysis** with a team of analysts — cut the catalogue by 40% while keeping net revenue flat
- Solved the **cold-start problem** for 40% of the product catalogue by replacing interaction-dependent recommendations with deep neural network representations built from item content and imagery

Leiden University
Leiden, The Netherlands
Postdoctoral Fellow
Jan 2015 – Nov 2016

Led a research project on how the brain anticipates and predicts upcoming words during language comprehension, which led to a published research paper, several conference appearances, and an undergraduate student's thesis on the topic. During the project I also gave a TEDx talk on the work.

University of Wisconsin–Madison
Madison, WI, USA
Postdoctoral Fellow
Jan 2014 – Jan 2015

Investigated how our brains recognise objects in the real world, and how human language drastically changes that experience — using EEG and brain stimulation. The contributions I made were featured in an influential paper in the **Journal of Neuroscience** that disrupted long-unquestioned hypotheses and led to 5+ follow-up articles and replication studies by at least two labs across the globe.

Bangor University Bangor, Wales
Research Support Officer Jan 2013 – Jan 2014

Carried out research on a project studying the processing of emotion in language, and supported a lab of 10+ researchers with data analysis and experimental setup.

Responsibilities:

- Behavioural and neurophysiological research design
- Lab management and support
- Data analysis (linear modelling, machine learning, Bayesian statistics, signal processing)
- Training and supervising students
- Scientific writing

Education

Bangor University 2009 – 2014
Doctor of Philosophy (Ph.D.) · Psychology & Cognitive Neuroscience

In my PhD I set out to revisit and test a hypothesis that had long been discredited due to bad experimental practices. Using EEG, I showed that language influences everyday performance on basic tasks such as object categorisation and visual recognition. I also collaborated with teams of researchers on side-projects looking into language processing and emotional processing.

Newcastle University 2008 – 2009
Master's Degree · Linguistics & Language Acquisition · Distinction

Projects

Radio Weesper Website

Built & designed the CMS & website for Radio Weesper, an independent electronic music radio in Amsterdam.

radioweesper.com

LittleStreamer.nl

Developed an end-to-end independent live streaming platform. Now being used and tested by Radio Weesper. Planning to open it up as a low-cost product for other radios and festivals in the future.

littlestreamer.nl

Volunteering

Radio Weesper November 2025 - Present
Amsterdam

At Radio Weesper, I built and maintain the streaming platform, website, and an artist management/booking tool. I also handle stream production (stage, booth, camera) and contribute to music programming and creative direction. This work reflects my passion for community building and supporting grassroots creative projects.

radioweesper.com

La Nature Festival / NoName Community April 2026 - Present
Belgium

Web design, on-site during build tool management, stock logistics.

Noordspace November 2024 - Present
Amsterdam

Volunteer at Noordspace, a DIY electronic music venue in Amsterdam Noord, supporting event operations including door, bar, and build-up/tear-down.

References

Available on request