

# Alexander Wurm

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## Summary

UX researcher and industry analyst specialized in isolating and presenting the value of data management, analytics, and AI technologies through end-user interviews, quantitative analysis, and predictive modeling.

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## Experience

**Nucleus Research** **Principal Analyst | August 2024 – Current**

- Oversee a team of research analysts covering the data management, analytics, data science, and emerging AI markets.
- Provide strategic guidance to customer data teams, IT leaders and technology vendors with aligned end-user research methods.

**Senior Analyst | February 2022 – August 2024**

- Presented market research findings for Google, Oracle, Databricks, Teradata, Dremio, and more in live sessions and webinars.
- Quoted in press releases and publications such as TechTarget, Silicon Angle, SHRM, and The Financial Post

**Research Analyst | Jun 2021 – February 2022**

- Published over 100 reports to the Bloomberg terminal on the value of technology deployments, supported with Ad-Hoc research.
- Worked with data teams to determine the ROI of their observed technology deployments following standard accounting practices.

**UF Cognitive Modeling Laboratory** **Research Assistant | Jan 2020 – May 2021**

- Developed experimental designs using JavaScript, CSS and HTML.
  - Used hierarchical Bayesian regression in Rstudio to model individual’s response times and map latent variables involved in human decision making.
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## Projects

**Smart Capital tracker**

- Built an automated data pipeline using python and GitHub Actions workflows to download and parse 13F filings on a quarterly basis.
- Delivered to specifications for free hosting on Streamlit at **‘smart-capital-tracker.streamlit.app’**

**Nucleus AI tool**

- Implemented a RAG tool allowing clients to ask questions in natural language against the Nucleus Research catalog.
  - Delivered a POC within months with technology including Pinecone, Langchain, GPT 4o, and OpenAI’s embedding model.
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## Education

**University of Florida** **August 2017 – May 2021**

- B.S. in Behavioral Cognitive Neuroscience & B.A. in Economics
    - GPA: 3.65/4.00, summa cum laude (*Thesis: “A Model of Timing in Simple Anticipatory Decisions”*)
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## AI, Analytics, and Modeling Skills

- Proficient with emerging AI development tools including Claude Code, LangChain, and vector databases like Pinecone.
- Data engineering and data science experience with Python, R and SQL.
- Proficient in Bayesian Regression, Hierarchical Bayesian, XGBoost methods