

LÁRA HRÖNN PÉTURSDÓTTIR

Summary

I am an experienced leader with a lively background. As Fisheries scientist, Captain of passenger ships, first officer on fishing vessels, CFO, COO, consultant and accountant for several small and medium sized companies, especially from the world of startups. I have a comprehensive knowledge of different aspects of running different operations - am pro at wearing many hats. With the recent addition of data science/machine learning I have found a field that is applicable to my diverse background.

Technical Skills

Languages and Frameworks: Python, Pandas, Numpy, Scikit-learn, TensorFlow, Matplotlib, Plotly.
Other: Github, SQL, FloydHub, Podio, IFTTT, Adobe Audition, Squarespace, Shopify, Wordpress, Microsoft Office.

Projects

Ocean Related Research

- Potential ecological effects of the Red King Crab as a newly invasive species in Iceland (BS).
- Fishing grounds in and around the mouth of the Amazon River in North East Brazil.
- Crab holding at sea.

Workflows and administrative systems.

- Podio and IFTTT: Accounting service - workflow and automated invoices.
- Podio and Globiflow: Fish processing plant - a system that kept track of processing flow, workflow, employees, inventory and automated invoice.

Creating Customer Segments - [Customer Segments on Github](#)

- Reviewed unstructured data to understand the patterns and natural categories that the data fits into.
 - Made predictions about the natural categories of multiple types in a dataset.
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Experience

Recent

2016 to 2018

- **Pacific Northwest Ocean Cluster** - Co-Founder and CEO
- **Vulcan, Seattle** - IUU Fishing Analyst
- **POS, Belem, Brazil** - Established updated methods in fish processing

Business operations

Independent and various companies in Iceland - 2004 to 2014

- CFO, Co-founder, Board of directors, Consultant, Finance Manager, Accountant and Project Manager.
- Fulfilled the duties of product design, marketing plans, funding, contracts, financials and training.
- Designed and implemented business process infrastructure for managing workflows and customers.

Oceanic

Seatours and various fisheries operators companies in Iceland - 1995 to 2014

- Managed and trained a crew of up to 12 people as ship captain and first officer.
- Fisheries scientist with 15+ years of oceanic experience as captain, first officer, deck hand, scallop researcher, whale observer and safety equipment tester.

Professional Performer and Voice Over actor

Independent in Iceland and USA - 1996 to 2017

- Perform professionally as a classical solo singer.
 - Perform professionally playing accordion for well over a decade now and play several other instruments.
 - Record Voice Over projects in English, Icelandic and Spanish (acting and narrating).
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Education

- **Udacity** - Machine Learning Engineering
 - **Udemy** - Python for Data Science and Machine Learning Bootcamp, 2017.
 - **The University of Akureyri (Iceland)** - B.Sc. Fisheries Science, 2015.
 - **The College of Navigation of Reykjavik (Iceland)** - Captain, 2004.
 - **The Commerce College of Iceland** - Business administration major, 2002.
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