

Logan Heft

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PROFESSIONAL SUMMARY

Technical Product Manager with 3+ years delivering AI/ML driven platforms in high-stakes environments, from extremist network analysis at MIT Lincoln Laboratory to risk underwriting infrastructure at PNC Bank. Combines rare depth across classical machine learning, AI, and LLMs with the product strategy to translate model capabilities into measurable business outcomes.

WORK EXPERIENCE

PNC Bank

New York

Technical Product Manager

January 2024 - Present

- Delivered \$31M in risk adjusted revenue over 12 months by leading data infrastructure and decision engine build for Consumer & Business Credit Cards.
- Modernized credit infrastructure from legacy batch to real-time APIs; delivered Instant CRCLI capabilities, FICO 10T integration, FEMA API based disaster exclusions, and automated income verification.
- Identified underserved customer segments excluded from credit line increases due to income verification gaps; championed AI Encoder income derivation that unlocked 215K additional customer credit line increases and realized an estimated \$8.6M in yearly profit.
- Authored API contracts, technical specs, and roadmaps coordinating 25+ engineers, QA, and analysts.
- Augmented decisioning by generating 400+ leading credit health signals via large language model (LLM) based transaction taxonomy, improving model precision across the full credit card portfolio.

Data Scientist

May 2023 – Jan 2024

- Designed live model monitoring infrastructure in Python tracking Population Stability Index and drift detection, with automated threshold-based decisioning pauses to prevent incorrect credit outcomes.
- Implemented anomaly detection and quality control alerts using Elastic Kibana, cutting manual data validation by over 80% and reducing time to detection to minutes.

MIT Lincoln Laboratory

Lexington, MA

Research Data Scientist

May 2022 – June 2023

- Engineered an end-to-end NLP intelligence pipeline to scrape and process 20M+ posts across 40K active users from a targeted extremist online community, supporting active national security threat research.
- Architected a normalized relational database schema to ingest raw web data at scale, handling tokenization, metadata extraction, bot detection avoidance, and multi-threaded preprocessing.
- Enabled semantic similarity clustering and named entity recognition across the full user network using BERT model to create embeddings and vectorize post content.
- Applied zero-shot classification and unsupervised keyword extraction to surface emergent topic clusters and behavioral trends, reducing manual analyst review time by approximately 60%.
- Constructed a graph based social network model mapping interaction patterns across 40K+ nodes, enabling detection of high influence actors and coordinated community behavior within the network.

EDUCATION

Brown University

Providence, RI

M.S. Data Science

New Jersey Institute of Technology

Newark, NJ

B.S Finance; Math Minor

Summa Cum Laude, Division 1 Student Athlete, Investment Fund President, Dean's Executive Council