

MAXIMUS VICKERS

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EDUCATION

University of Miami, Herbert Business School | B.B.A. in Management

Aug 2023 – Dec 2026

GPA 3.55/4.0 · Presidential Academic Scholarship · Provost's Honor Roll (2) · Dean's List (4) · National Society of Leadership and Success

Relevant coursework: Business Statistics I & II · Python Programming · Calculus I · Business Analytics (Fall 2026)

Miami Dade College | Business Administration coursework

Aug 2022 – May 2023

GPA 4.0/4.0, 28 credits · Dean's List (2) · Phi Theta Kappa Honor Society

CERTIFICATIONS

Supervised Machine Learning: Regression and Classification (Stanford / DeepLearning.AI) · Mathematics for Machine Learning: Linear Algebra (Imperial College London) · Customer Analytics (Wharton) · ML Foundations for Product Managers (Duke)

EXPERIENCE

FourMeasure, Inc. | Founder & CEO

Apr 2025 – Present

- Designed and built the recommendation engine: weighted scoring across genre, artist, and interaction signals that ranks the feed, song suggestions, and follow recommendations, with every user action aggregated into a live preference profile; hand-tuned the ranking constants for search, trending, and suggested users
- Built the mobile app in React Native and Expo, the web app and admin portal in Next.js, and the API in Node and TypeScript on Express; wrote every table, index, and constraint as hand-authored SQL migrations on Prisma and Postgres (AWS RDS), with Redis for caching
- Grew to 5,000+ users and 20,000+ ratings post-launch; instrumented engagement to reach ~20 minutes average session time and ~37% week-1 retention
- Led product strategy, engineering direction, UX, and go-to-market from concept through App Store launch; recruited and led a 3-person team while self-funding the company

Cowboys Music Festival | Calgary, AB

Jul 2020 – Present

Manager, VIP Operations & Data Analytics (Jul 2026 – Present) · Manager (2023–26) · Bartender (2022–23) · Sales Staff (2020–22)

- Built and deployed the real-time analytics platform for the 2026 festival, integrating Square POS across 100+ terminals and 45 suites and covering \$2.17M across 2,000+ orders over an eleven-night run; replaced next-morning reconciliation with live visibility during service
- Diagnosed performance degradation as the dataset grew and rebuilt the data flow with caching and progressive loading, replacing full re-rendering on every load
- Analyzed whether preordering increased revenue: spend per suite-night differed by under 1%, but preorder suites placed 52% fewer walk-up orders, indicating spend shifted earlier rather than rose; flagged the selection bias and retained the system on operational grounds
- Built the staff evaluation model used for rehiring, estimating expected sales per server given suite assignment and customer spending history, then scoring against that expectation and normalizing across the crew working each night
- Identified mid-set purchasing drop-offs from live POS data and launched targeted in-venue signage during those windows; repeated across 20+ trials using product-specific signs to isolate the effect, with matched orders following within minutes and sales recovering on intervention nights
- Selected to extend the analytics approach company-wide following the 2026 run, from ticketing and sales to logistics and staffing; promoted three times over six seasons from sales staff to operations and data analytics lead

US Flood Control | Strategy & Innovation Intern

May 2025 – Oct 2025

- Co-led strategic repositioning of a B2B flood-defense manufacturer into consumer markets, opening a new customer segment
- Rebuilt the company's digital storefront, including website architecture and e-commerce checkout, to serve first-time consumer buyers

SKILLS

Technical: Python · TypeScript · SQL · Postgres/Prisma · Node.js/Express · React Native/Expo · Next.js · AWS (RDS) · Redis · Docker · Git · API integration (Square POS, Spotify, Apple Music)

Analytics: retention and cohort analysis · experiment design and selection bias · Google Analytics 4

Design: Figma · Canva · DaVinci Resolve · brand identity

Languages: English (native) · French (fluent) · Spanish (proficient)

Volunteering: Touch a Heart Foundation — 15 years organizing Christmas toy drives for underprivileged children

Interests: Lacrosse · Golf · Music · Film · Fishing · Reading