

Cameron D. Appel

+1 (561) 260-3586 | cam@appel.co.uk | www.appel.co.uk

SUMMARY

I'm a data scientist and applied researcher with 6+ years' experience building high-impact data systems across public health, environmental science, and machine learning. I'm currently a PhD researcher at the National Oceanography Centre working on data-driven storm surge forecasting, and a co-founder of TackleTEK, an Innovate UK-funded startup (£129k Create Growth). I've previously worked on globally deployed data platforms used by governments, researchers, and the public, and I'm now exploring how Earth-observation and environmental data can be translated into scalable, commercially viable risk and decision-support products.

EXPERIENCE

National Oceanography Centre, Southampton (NOCS)

PhD Researcher – Coastal Flood Risk & Storm Surge Forecasting Oct. 2025 - Present

- PhD researcher developing data-driven and machine-learning methods for storm surge and coastal flood forecasting, with a focus on bias correction, uncertainty, and decision-relevant outputs
- Working with large-scale environmental datasets (tide gauges, reanalysis, ensemble forecasts) to improve forecast accuracy and lead-time for extreme coastal events
- Research sits at the intersection of AI, climate risk, and infrastructure resilience, with relevance to insurers, governments, and coastal planners

TackleTEK

Co-Founder & Technical Lead Oct. 2025 - April 2026

- Co-founded TackleTEK, a sports-tech startup developing computer-vision-based analysis software for rugby
- Secured £129,436.00 Innovate UK Create Growth funding as technical co-founder
- Acted technical project manager, coordinating subcontractors, deliverables, budgets, and Innovate UK reporting
- Delivered working prototypes tested in real training environments, with ongoing iteration based on coach and player feedback

Elicit

Growth Marketing Consultant June 2025 - Sept. 2025

- Consulting on growth strategy, experimentation, and analytics for an AI research assistant used by academic and industry researchers
- Designed and analyzed growth experiments, user segmentation frameworks, and activation metrics
- Built data pipelines and analyses to support strategic user identification and prioritization

Health Equity Evidence Centre

Data Scientist Sept. 2023 - June 2025

- Provided advanced data analysis for NHS primary care, identifying structural healthcare inequalities and driving actionable insights to improve equitable service delivery across a system with an annual operational expenditure of ~\$22bn and 60 million patients
- Developed data models that uncovered disparities in healthcare access and outcomes, enabling NHS executives to allocate resources more effectively and optimize care for underserved populations, influencing strategic initiatives to reduce health inequality

Our World in Data

Data Scientist

June 2019 - June 2022

- Early hire at a Y Combinator startup - in collaboration with Oxford University - contributing to the platform's growth to nearly 100 million visitors and 300 million pageviews annually, with content referenced in nearly 50,000 media articles, including major outlets like *The Guardian*, *BBC*, and *The New York Times*
- Collaborated with senior public health officials around the world to provide accurate and timely data for decision-making during the COVID-19 pandemic. My work was demonstrably fundamental to global efforts to prevent the spread of the pandemic; it was frequently referenced by world leaders in televised interviews, including the sitting US President and UK Prime Minister
- Built data pipelines to collect, transform and visualize 250K+ data points on COVID-19 statistics in real-time, using Python & R libraries such as BeautifulSoup, rvest, and Selenium for web scraping and API integration, building skills in data engineering and feature extraction
- Resolved data quality issues and implemented user feedback using GitHub and Twitter

EDUCATION

Imperial College, London, UK

Master of Science, Health Data Analytics and Machine Learning

Sept. 2023

- Advanced quantitative methods (statistical modelling, machine learning) to analyze medical and public health data
- Research project on machine learning models (random forest, convolutional neural network) to classify disease status using large cough audio dataset

Columbia University, New York, NY

Bachelor of Arts, Economics

Sept. 2020

- Highly quantitative coursework focusing on econometrics, statistical methods and financial economics
- Dissertation seminar on ESG (Environmental, Social, and Governance) finance and investing