

CASEY MASAMITSU

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SUMMARY

A strategic director of technical programs passionate about transforming ambitious goals into measurable impact, leading teams to build data pipelines and evaluation frameworks that solve critical business challenges while driving growth.

EXPERIENCE

The New York Times | New York, NY

4/2022–pres.

Director, Operations, Subscription Revenue Risk & Compliance

- Generated over 10% YoY revenue growth for NYT's home delivery product by migrating algorithmic price increases to an in-house ML platform; validated model performance by establishing A/B testing and model evaluation framework in partnership with the ML team.
- Led a 10-person, cross-functional group to establish a unified messaging strategy and framework, which cut cloud costs by >25% and directly influenced the technical roadmaps of three product and engineering departments.

Senior Program Manager, Subscription Revenue, Risk & Compliance

- Materially reduced class-action and regulatory action risk by architecting and implementing an event-based data pipeline to automate compliance with complex automatic renewal law (ARL) requirements, significantly improving data quality, monitoring, and alerting capabilities.

Program Manager, Risk & Compliance

- Ideated and defined the vision, scope, and strategic objective for a previously ambiguous role in creating a formal marketing compliance function in response to pressing business needs and regulatory complexity.
- Created and launched a comprehensive, cross-functional compliance program from scratch, including establishing robust operational processes and launching a self-paced annual training module for all tech and product employees.

Access Softek | New York, NY

8/2017–4/2022

Technical Project Manager

- Led technical implementations for the company's largest enterprise clients and leveraged learnings to establish technical SLAs for 25+ implementation specialists to improve consistency and predictability of enterprise client launches across web and mobile applications.
- Served as the lead technical architect for three net new core banking integrations (Corelation, Fiserv, and Jack Henry cores), designing the complete integration strategy and orchestrating execution between product, engineering, DBA, and external partner teams.
- Owned five distinct SSO integrations, from initial configuration of SAML/OAuth providers to deploying the solution directly to production using Octopus and Bamboo CI/CD pipelines.

JPMorgan Chase & Co, N.A. | Austin, TX; New York, NY

2/2014–8/2017

Private Client Banker

- Advised a portfolio of high-net-worth clients on complex investment and credit solutions by assessing their financial objectives and risk profiles within a stringent regulatory and compliance framework.

EDUCATION

Johns Hopkins University

2022

M.S. in Data Analytics and Policy, Concentration in Statistical Analysis

- Honors: Summa Cum Laude

Iowa State University

2013

B.A. in Advertising, Minor in Psychology

CERTIFICATIONS

Project Management Professional (PMP)

2022

FINRA Series 65 Licensed Financial Advisor

2017–2022

INVOLVEMENT

Creating for Justice, inc.

5/2020–pres.

Co-Founder & Executive Director of Operations

- Oversee and implement appropriate technical infrastructure to allow for the daily operations of the organization.
- Established Creating for Justice as a 501(c)(3).

SKILLS

Operational Strategy, Program Management, Cross-Functional Collaboration, Program Evaluation, Agile Methodologies, Python, R, Survey Methodology, Data Collection, Leadership, Marketing, Compliance