Video Introduction Script Opening

Hello, I'm Sarah Martinez, and I'm based in San Francisco. I hold a Master's in Computer Science with a specialization in Machine Learning from Stanford, and I've been passionate about data science and AI for over 8 years. For me, data science isn't just about algorithms—it's about uncovering insights that drive real business value.

Recent Experience

Most recently, I've been a Lead Data Scientist at Spotify, where I work on recommendation algorithms that serve over 500 million users. In this role, I've developed personalization systems that improved user engagement by 28%, and I lead a cross-functional team of 8 data scientists building real-time ML solutions.

Leadership Philosophy

My leadership approach is collaborative and data-driven. I believe in empowering team members through mentorship while staying hands-on with model development. I've learned that the best insights come from combining technical excellence with deep business understanding—you need both to create ML systems that truly matter.

Problem-Solving Approach

What sets me apart is my focus on impact over complexity. I always ask: What business problem are we solving? I've seen too many data scientists build sophisticated models that never make it to production. I prioritize practical solutions that stakeholders can understand and that deliver measurable results.

Full-Stack Experience

I've worked across the entire ML lifecycle: from stakeholder interviews and data exploration, through feature engineering and model development, to deployment and monitoring in production. At Airbnb, I built pricing optimization models that generated $45M in additional revenue. This end-to-end perspective helps me anticipate challenges and deliver systems that scale.

I believe strongly in reproducible research and clear documentation—if your teammates can't understand or reproduce your work, it's not valuable.

Technical Expertise

Over the past five years, I've primarily worked with Python for ML development, using TensorFlow and PyTorch for deep learning, and Spark for big data processing. I'm comfortable choosing the right tool for each problem—sometimes a simple linear model outperforms a complex neural network.

But my real strength lies in translating business questions into ML problems. I genuinely enjoy the challenge: How do we scale this to millions of users? What features really matter?

How do we measure success? This intersection of business and technology is where I find the most satisfaction.

Personal Interests

Outside of work, I stay current with ML research papers and contribute to open-source projects. I'm also passionate about yoga and hiking, and I enjoy cooking as a creative outlet. I find that stepping away from the screen often leads to the best insights.

Closing

You can find detailed information about my projects and publications on my portfolio website, which I've linked in my application materials. I'd be happy to discuss any questions you might have about my background or approach to data science challenges.