Eeshan Srivastava

eeshan.aragon@gmail.com l 216-801-6668 l Seattle, WA l linkedin.com/in/eeshans

SUMMARY

Senior analytics leader with 12+ years of experience scaling data science teams across AI/ML, experimentation, and marketing analytics for global consumer brands. Proven ability to partner with Product, Marketing, and Engineering to drive data-driven growth. Deep expertise in recommendation systems, causal inference, and privacy-preserving measurement. Track record of influencing large-scale investment decisions and building high-performing teams.

EXPERIENCE

Starbucks Coffee Company   **Seattle, WA**
Sr. Manager Data Science, Digital Data Science   *Aug 2025 – Present*
- Lead full-stack data science team (10+ data scientists, engineers, and contractors) responsible for AI/ML, experimentation, analytics, and data engineering—serving stakeholders across Starbucks' entire digital organization
- Spearhead development of next-generation recommendation models for the Starbucks mobile app, powering personalization for an upcoming app refresh serving 40M+ active users
- Build context-aware product recommendation models for in-store digital menus and digital drive-thru screens across 7,000+ stores—driving relevance and attach rate for customers
- Enhance model development workflows in partnership with architecture and engineering teams, reducing time from ideation to production on Starbucks' proprietary 'Deepbrew' platform

Sr. Manager Data Science, Customer Analytics & Experimentation   *Mar 2022 – Jul 2025*
- Built Starbucks' first scalable experimentation infrastructure for customer-facing programs—A/B tests, geo-lift studies, holdout tests—enabling 100+ experiments annually and unlocking ~$200M in incremental revenue and ~$75M in promo savings
- Led measurement strategy for major product launches including guest checkout, scheduled ordering, in-app delivery, personalized recommendations, and delivery partner integrations
- Implemented causal inference methods (CUPED, DiD, synthetic control) to improve trustworthiness of experiment results and accelerate go/no-go decisions
- Created self-service analytics tools and dashboards for marketing and product leaders—democratizing insights and accelerating decision-making
- Grew and mentored a team of data scientists and engineers focused on experimentation, campaign analytics, and automated pipelines

Sr. Manager Data Science, Paid Media Analytics   *Dec 2019 – Feb 2022*
- Led media measurement & analytics function for Starbucks' paid media program—optimizing ~$500M in annual media spend serving 50M+ customers
- Partnered with ad platforms (Meta, Google), DSPs (TheTradeDesk), and identity providers (Neustar, Epsilon) to build measurement frameworks informing channel mix, audience strategy, and spend optimization
- Pioneered Starbucks' roadmap for privacy-preserving media measurement—establishing data architecture and clean-room workflows in response to iOS ATT, cookie deprecation, and evolving regulations
- Acted as strategic partner to media, marketing, and finance teams, aligning analytics roadmaps with business priorities

Overstock.com / Beyond Inc.   **Salt Lake City, UT**
Manager of Data Analytics   *Jun 2016 – Dec 2019*
- Led growth marketing analytics across $400M+ in media spend (Search, Social, Display, Video), designing unified MMM, MTA, and incrementality testing methods to drive revenue and increase spend efficiency

- Developed in-house ad bidding algorithms (Google Search & Shopping Ads, Facebook Ads, Pinterest Ads) that incorporated first-party conversion data, boosting ROAS by ~20%
- Built data store of ads performance data in Snowflake through API connections to ad platforms, leading to increased accessibility of leading ad performance indicators and inputs for ad bidding models
- Implemented LTV models in Google, Facebook and Pinterest Ads for higher-precision audience targeting for revenue growth and prospecting use cases
- Built scoring models to quantify traffic quality and buyer intent, directly influencing bidding strategies and landing page optimization
- Led technical assessments of ad measurement vendors and identity resolution tools, staying ahead of evolving data privacy and walled garden challenges

Amazon   **Seattle, WA**
Sr. Product Manager Technical Products (MBA Intern)   *Jun 2015 – Aug 2015*
- Developed product roadmap for improving authentication experiences as part of Amazon Identity Services
- Designed new solution to streamline credit card verification during checkout, potentially improving ordering experience for ~25% of Amazon customers by reducing authentication friction

S&P Capital IQ   **Gurgaon, India**
Automation Engineer / Software Engineer   *Mar 2013 – Jun 2014*
- Developed innovative automation testing frameworks for financial software products, reducing QA time by 95% across 500+ OS-Excel combinations and earning CTO Innovation Award
- Saved ~$50K in infrastructure costs by creating a software performance monitoring application using Java and MySQL, with real-time JavaScript charts

HCL Technologies   **Noida, India**
Lead Software Engineer   *Sep 2010 – Mar 2013*
- Led front-end development and QA automation for enterprise e-commerce platform, designing automation solutions that reduced release cycles times by ~30% and significantly reduced post-production issues

EDUCATION

Master of Business Administration (MBA)
Case Western Reserve University, Cleveland, OH
Aug 2014 - May 2016

Bachelor of Technology - Computer Science and Engineering
Guru Gobind Singh Indraprastha University, New Delhi, India
Aug 2006 - May 2010

SKILLS

- **Causal & Experimentation:** A/B testing, experiment design, CUPED, causal inference (DiD, synthetic control), incrementality, Bayesian statistics, evaluation metrics, statistical modeling, forecasting
- **ML & Personalization:** recommender systems, propensity modeling, uplift modeling, real-time decisioning, feature engineering, end-to-end model development, model deployment, model monitoring
- **Programming & ML Stack:** SQL, Python, R, Pandas, scikit-learn, XGBoost, TensorFlow, Keras, LLMs (agent workflows, CLI tools), JavaScript, Java/Scala
- **Data & Analytics Platforms:** BigQuery, Snowflake, Databricks, Teradata, AWS, Azure, Tableau, Power BI, Google Analytics
- **AdTech / MarTech & Measurement:** Google Ads, Facebook Ads, Pinterest Ads, DV360, The Trade Desk, Neustar, Epsilon, CTV measurement, Samba, iSpot, mParticle, Branch, Adobe, Optimizely, Apptimize, MTA, MMM, LTV