

Summary

- Data science, analytics, and research leader with 15 years of proven impact using data science and analytics to drive business, product, and social impact and inform executive strategy and decision-making.
- Extensive experience in consumer technology and finance (including at Cash App, BlackRock, & Facebook) as well as in scientific and academic research (at the University of Michigan, Columbia Business School, and the United Nations). Co-inventor on Facebook's patent on emoji machine learning.
- Originally trained as a biostatistician; deeply passionate about improving health outcomes nationwide through innovation and efficiency.
- TEDx speaker and data science professor; delivered invited talks in 14 countries and enthusiastic about distilling complex analyses into actionable insights. Accomplished writer on technology and society; published articles in *WIRED*, *VICE*, *Forbes*, the *Washington Post*, & the *Christian Science Monitor*.

Selected Professional Experience

CASH APP, New York, NY

Staff Data Scientist, Finance & Strategy (July 2022 – present)

- Leading critical, time-sensitive, and complex data science & analytics projects in greenfield areas at the direction of C-level leadership to inform key narratives and align on business and product strategy
- Extensive partnership with senior executives and cross-functional teams across the business including product, marketing, legal & compliance, investor relations, and machine learning
- Built search engine indexing millions of Cash App P2P payment notes to track trending topics in popular culture and drive deeper understanding of our customer base; awarded second place in companywide Hackathon out of 400+ participants, and published first ever analysis of Cash App P2P payment notes

BLACKROCK, New York, NY

Head of Data Science, Global Marketing (Feb. 2020 – June 2022)

- Built, led, and grew a team of data scientists and analysts focused on discovering unique insights and building innovative data products using client data
- Drove cross functional data science and analytics projects end to end, including building relationships with partner teams (across marketing, sales, strategy, and engineering), framing questions, collecting and analyzing data, and translating findings into compelling narratives for senior leadership
- Inspired with data and evangelized data science throughout the firm; founded the first firmwide BlackRock Data Science & Analytics Community, and spearheaded and organized two of the firm's largest internal technology conferences (the BlackRock Natural Language Processing Symposium & the BlackRock Innovation Forum)

BLOCKCHAIN TECHNOLOGIES CORPORATION, New York, NY

Director (Nov. 2017 – Jan. 2020)

- Headed international strategy & education at one of the earliest blockchain technologies companies in the industry; lectured at universities, industry events, and conferences in 14 countries

PRISMOJI, New York, NY

Founder & Data Scientist (June 2016 – Oct. 2017)

- Conducted applied NLP and sentiment analysis research with a focus on emoji data science (featured in *VICE*, *Huffington Post*, and *Mashable*; gave TEDx talk at NYU)

FACEBOOK, New York, NY

Senior Data Scientist, Marketing Science (Jan. 2014 – Apr. 2016)

- Conducted extensive internal and client-facing research to quantify the incremental impact of Facebook advertising on both brand and direct response outcomes
- Designed large scale field experiments to measure the value of creative personalization and audience segmentation (jointly with the Wharton Future of Advertising program)
- Served as data science lead for sensitive internal audits to guide business strategy and inform cross-functional teams (including product, product marketing, sales, & investor relations)
- Piloted video creative best practices research that led to the "3 second audition" narrative
- Prototyped first analysis of emoji cooccurrence on Instagram; co-inventor on Facebook's granted patent on emoji machine learning (US20170154055A1)

RON PAUL 2012 PRESIDENTIAL CAMPAIGN

Chief Data Scientist (Jan. 2012 – Sept. 2012)

- Designed and implemented national caucus state microtargeting strategy
- Managed data analytics for national voter contact operations
- Consulted on opinion polling and survey methodology
- Field experience in Iowa, New Hampshire, California, Nevada, & Washington

COLUMBIA BUSINESS SCHOOL, THE CENTER FOR DECISION SCIENCES

Research Assistant (Sept. 2011 – Jan. 2012)

- Developed statistical models of decision-making for consumer behavior in health insurance exchanges and consulted on experimental design of behavioral studies

UNITED NATIONS, POPULATION DIVISION, New York, NY

Data Science Fellow (May 2009 – July 2009)

- Evaluated statistical models for estimating adult mortality in sub-Saharan Africa using sibling survival data
- Generated updated UN population projections and uncertainty estimates

UNIVERSITY OF MICHIGAN, MOLECULAR & BEHAVIORAL NEUROSCIENCE INSTITUTE

Graduate Student Research Assistant (Jan. 2009 – Aug. 2010)

- Served as lead statistician on NIH-funded study of the placebo effect
- Conducted multivariate analyses of psychometric, psychophysical, and neuroimaging (fMRI/PET) data to investigate personality trait correlates of placebo analgesia in pain
- Published 2nd author paper in the *Journal of Neuropsychopharmacology*

Education

UNIVERSITY OF CHICAGO, Chicago, IL (Sept. 2010 – June 2011)

- Ph.D. Student in Psychology (Integrative Neuroscience Program)

UNIVERSITY OF MICHIGAN SCHOOL OF PUBLIC HEALTH, Ann Arbor, MI (Sept. 2008 – June 2010)

- M.S. in Biostatistics

PENNSYLVANIA STATE UNIVERSITY, University Park, PA (Sept. 2003 – May 2007)

- B.S. in Economics (minor in Mathematics)

Selected Honors & Awards

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| • Knight Foundation Prototype Fund Grant (\$50,000) | 2017 |
| • University of Chicago: Division of Social Sciences Fellowship (\$60,000) | 2010-2011 |
| • John Merck Fund: Neurobiology Summer Institute Fellowship | 2010 |
| • University of Michigan Rackham Graduate School: John Malik Award | 2009 |
| • University of Michigan UMinDS Initiative: United Nations Fellowship | 2009 |
| • Penn State University Vice Provost's Distinguished Leadership Award | 2007 |
| • College Board: AP Scholar with Distinction | 2003 |
| • National Merit Scholarship Program: Letter of Commendation | 2002 |