## **Tell me a little bit about yourself**

My name is Jason Seto, grew up in Southern California, I’m a graduate of UCSD’s Management Science Program and Rady’s School of Management’s undergrad program.

I held a variety of roles with a local environmental sustainability firm, and also worked briefly in the financial engineering team at Qualcomm.

From there I moved east, abroad, and all across the country as an internal consultant with the Department of the Treasury engaging in national projects spanning identity theft, security, fraud detection, and strategic analysis for the Office of Applied Analytics. Working in fraud prevention at the Service, I have the dubious honor of building a team from a single partnership with a director, in a proof of concept, to a team of 10 analysts that worked to detect and analyze the most substantial electronic fraud and intrusion event to ever face the organization (you can check out CSPAN for some of my work!)

Today, I’m an analyst with Elevate’s Data Science team in San Diego, where we serve as internal consultants to the business to find ways we can models, feature engineering, and third party data sources to enhance our business.

And to tie it all together – when I look at my experiences, and I’m happy to give more specific examples at each position –my greatest moments, passions, and strengths have been the ability to work with my business partners and clients to develop innovative strategic visions for a project, while also being able to transform that vision through quantitative techniques.

This is why I was pretty excited when I saw the opportunity with Uber, since it seems like a great blend of my interests and the needs of the company. What about yourself? Would you mind telling me about yourself, the team, and why you felt like I might be a good fit?

## **Why Uber?**

1. People:
   1. I think the opportunity to work with some of the best and brightest in my field is a huge draw. I’ve taken some time to listen to interviews of people who have worked at Uber, looked at some of the bios of the fraud analysts on the teams, and spoken with a friend of mine who works there now Yixin Zhu, and the consensus is clear. And the cool thing is that it’s not just in the analyst of fraud cohort: when I look at the talent of engineers, data scientists, and analysts in the company, I quickly realize that I’m looking at some of the leading experts and technologists in the world… and the potential to work, mentor, and learn alongside those individuals is an opportunity that really speaks volumes to the why.
2. Mission:
   1. Uber is an app on my phone RIGHT NOW. Travis put out an interesting quote in one his speechs on Uber back in 2016: I think the motto of “transportation should flow like water, often and everywhere” I think the opportunity to work at the scale and breadth of a company that touches the lives of some many people is extremely appealing as well.
3. Role:
   1. I think we all grow up wanting to be super heroes to some extent, and even though I never managed to shoot lasers out of my eyes, catching bad guys with numbers and analytics is even cooler!

## **What do you see yourself doing?**

1. Asking a lot of questions
2. Dean Silverman, a partner with McKinsey and one of my mentors while I worked with the IRS. His favorite quote was: asking the right question is 75% of finding the right answer to a hard problem. I’m a firm believer in the ideology, and whenever I begin work with an analytic team, I spend a considerable time to problem frame: what are we trying to solve.
   1. At Elevate, we had a classic example when I entered the company in the Fraud, Strategy, and Analytics team, we had an incomplete scope of what fraud actually was at the company.
3. What about when customers are exactly who they say they are, but they choose to lie? First Party Fraud
4. What about customers that don’t actually exist, Synthetic?
5. What about
6. And what ended up happening was a scope that initially spanned 20-30MM in losses, quickly grew to 200M, and the opportunity to find solutions for this problem grew as well.
   * 1. The question went from: how can we build a better rule, to how can we reduce the likelihood that customers take advantage of our platform?
        1. Soft behavioral economic adjustments in our application flow
        2. Account takeover prevention strategies
        3. Modelling
        4. Catch and release mechanisms (RFAI)
7. The way you do that is by challenging the existing quo of the “Why?” and layering on peripheral expertise in industry and experience.

## **Why are you leaving your job?**

1. A big part of that is Uber’s business model: Transportation should flow like water, all the time, and everywhere. I think Uber is a once in a lifetime opportunity, and the ability to work with a company who has impact on every single person on the planet is something I’m absolutely excited about.

## **Compensation**

1. I generally weigh the opportunity to grow both skill-wise and professionally very heavily as well as the culture of the analytic teams
2. Would you be comfortable with sharing the expected range for the position?
   1. No
   2. Given considerations in terms of cost of living increases, relocation and current RSU of my company, I’m looking for a base salary of around 115K, and that would be dependent on offers in terms of equity, stock, benefits in addition to the opportunities in skill and professional growth.

## **Questions for you**

1. I know there’s a variety of potential vectors for fraud: first party, third party, synthetic fraud: what do you see as the top priorities for someone entering the role?
2. What about my background, from a quantitative and management perspective, do you think would be used to address those roles?
3. If I were to step in as a senior analyst, what would the trajectory look like for me?
4. I’m really passionate about this opportunity, and I want to make sure you have all the information you need and concerns addressed. Is there anything that I’ve said or haven’t said that might lead you to believe I’m anything but an ideal candidate?

**Uber Overview**

Uber’s Risk Team is at the forefront of one of the world’s biggest challenges. Every day we process millions of mobile transactions in over 75 different countries, while also issuing driver-partner payouts on weekly, and in some cases, daily basis. As we grow and rapidly expand our transaction base across emerging products, we face new and interesting situations that many companies have never encountered. Our goal is to deliver innovative risk management in the two-sided marketplace to maximize legitimate revenue and sustainable growth.

**Job Description**

This is a fast-paced, hands-on role for an experienced fraud or risk professional who can successfully manage large projects across product, engineering, data science, finance, security, and operations stakeholders in a complex environment. As an owner of key loss metrics, you should have the analytics experience, intellectual curiosity, and resourcefulness to identify, measure, and mitigate new and emerging loss vectors. In this role, you will serve as the global subject matter expert and thought leader on techniques that mitigate risk of financial losses while also maintaining a positive user experience and enabling Uber to continue making big bold bets.

**What You’ll Do**

Establish a Foundation by designing, coordinating, and implementing Uber’s framework for mitigating the risk of fraud and financial abuse across riders, drivers, merchants, and affiliates financial abuse across riders, drivers, merchants, and affiliates

Build Our Business Strategy by collaborating with product and engineering teams to define product roadmaps and strategy, while designing solutions that prevent, detect, or action against fraudulent or suspicious user behavior

Deep Dive into Data through systematic and ad hoc analyses that identify root causes of loss segments and estimate the impact of new products and processes

Analyze and Design Rules that introduce appropriate amounts of friction for suspicious Uber users based on high risk user characteristics and machine learning models

Communicate Results on a regular basis to stakeholders around the world, including executive leadership

Execute on Projects by implementing policy proposals, developing the user support experience, and coordinating work across teams to deliver on short- and long-term risk, fraud, and payments efforts

**What We’re Looking For In You**

4+ years experience in Risk Management (payment fraud, Incentive or Promotion abuse, collusion). Experience with merchant, seller, or publisher fraud.

Quantitative background in statistics, math, computer science, business, or related disciplines

Strong analytical skillset and experience with analytics tools (Excel, SQL, R, Python, Tableau, and other statistical or data analysis packages)

Exceptional communication and presentation skills

Creative problem solving and critical thinking skills

Ability to take initiative in a fast-moving environment and independently make decisions or take risks with incomplete information

Experience leading a team a plus

1. What motivates you to come into work and be a part of the team?
2. Thursday