Joseph Lucibello

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Experience

Yahoo   **August 2025– Current**
Director, Business Intelligence (Yahoo Finance & Yahoo Sports)   New York, NY

- Founded and led the first Business Intelligence group for the Yahoo Media Group (Yahoo Finance & Yahoo Sports), centralizing reporting and analytics to serve both business units.
- Orchestrated a rapid data transformation, building new ETL pipelines that reduced critical SLAs by six hours in under four weeks. This included migrating the department to a Databricks platform to automate advanced analytics for dashboards and Slack bots.
- Drove a 50% increase in departmental efficiency and reporting capabilities by strategically restructuring the team, optimizing workflows, and improving output with a reduced headcount.
- Spearheaded the data strategy for OKR development and Q4 priorities, delivering weekly executive reporting that directly informed key business decisions and cross-departmental accountability.
- Provided critical data and analytical support to the Business Development team, directly contributing to securing multi-million dollar partnerships by demonstrating value through content and advertising insights.

Yahoo   **June 2024– August 2025**
Director, Business Intelligence (Yahoo Sports)   New York, NY

- Pioneered a department-wide ETL transformation, migrating pipelines to Airflow and implementing a medallion architecture that slashed data delays by 75% and reduced critical SLAs by six hours.
- Introduced and integrated a Databricks platform, utilizing PySpark and service accounts to simplify the Google Cloud Platform (GCP) environment and reduce slot usage by 55%, significantly cutting operational costs and improving data processing efficiency.
- Architected a comprehensive tiered dashboard strategy for executive and operational stakeholders, implementing automated, data-driven triggers that expedited time-to-insight and eliminated reliance on static reporting schedules.
- Developed a multi-channel Slack reporting system with direct Looker API integration, delivering real-time data visualizations and automated Yahoo reporting directly to dedicated analytical channels.
- Established a robust A/B testing framework, including holdback groups and standardized experiment methodology, which enabled product teams to accurately measure feature adoption and performance across key user segments.
- Oversaw the 2025 OKR development and tracking process by building a statistical modeling and sensitivity analysis framework, creating automated tracking infrastructure, and establishing systematic review processes to drive cross-team accountability.

What If Media Group   **August 2023– April 2024**
Chief Data Officer   Fort Lee, NJ

- Spearheaded a 35% year-over-year revenue increase in Q4 by optimizing email sending strategies through machine learning algorithms and PySpark, significantly improving targeting precision, engagement levels, and conversion rates, resulting in record email revenue and heightened customer interaction.
- Implemented resource allocation and utilization efficiencies that led to a 20% reduction in company-wide Looker expenditure year-over-year, despite employee growth and expanding data impact, showcasing expertise in cost-effective data management and organizational scalability.
- Seamlessly integrated the Data Engineering team into the broader Data Department, enhancing collaboration and workflow efficiency while maintaining high performance standards, ensuring the delivery of robust data solutions aligned with organizational goals.
- Led a cross-functional department of 15, including Data Science, Business Intelligence, and Data Engineering teams, directly supervising 10 staff members and fostering a collaborative environment that drove successful project outcomes and enhanced team performance.

What If Media Group   **April 2022– August 2023**
Senior VP of Data Science   Fort Lee, NJ

- Automated email workflows using machine learning and PySpark's structured streaming, leading to significant AWS cost savings and enhanced targeting accuracy through advanced analytics and complex SQL.
- Slashed Snowflake expenditure by 40% year-over-year by integrating Databricks, revamping expensive pipelines, and optimizing data requirements, resulting in significant cost savings while maintaining data integrity and performance.
- Implemented cohesive omnichannel pipelines using Python and Snowflake, connecting marketing channels through Databricks and Airflow to drive profit growth through automation and advanced modeling capabilities, fostering agility and maximizing ROI.
- Developed an advanced anomaly detection system using machine learning algorithms, generating specific data-driven alerts that kept stakeholders informed in real-time, thereby supporting key KPIs and ensuring operational stability on a day-to-day basis.

What If Media Group   **May 2019– April 2022**
Lead Data Scientist, VP of Data Science   Fort Lee, NJ

- Unified and established robust Data Science and Business Intelligence departments by assembling high-caliber teams and implementing cutting-edge technologies, driving data-driven decision-making, innovation, and strategic growth initiatives across the organization.
- Developed and deployed advanced machine learning models to predict click probabilities, optimizing email marketing campaigns and driving substantial ROI by delivering personalized content to targeted audiences, resulting in increased engagement, conversion rates, and revenue generation.
- Spearheaded the transition from Chartio to Looker, streamlining data reporting and consolidating data sources into centralized repositories, enhancing accuracy, accessibility, and actionable insights across the company.
- Continuously enhanced machine learning models across all marketing channels, leveraging data-driven insights to optimize targeting, personalization, and campaign effectiveness, resulting in sustained growth and maximized ROI across the entire marketing ecosystem.
- Engineered and implemented an efficient Jira ticketing process and comprehensive source-of-truth dashboards, empowering stakeholders with real-time insights and ensuring transparent communication channels, fostering organizational alignment and informed decision-making at all levels.

WWE   **January 2018 – May 2019**
Senior Manager, Data Scientist   Stamford, CT

- Facilitated cross-functional collaboration with technical, product and other stakeholders to create and maintain recurring reports tailored to their specific requirements.
- Orchestrated collaborative efforts with Data Analytics teams, Data Engineers and Data Scientists to extract strategic insights, utilizing automated emails for real-time anomaly detection in feature releases.
- Led the adoption of Tableau and Gitlab script management best practices, overseeing the transition process and ensuring seamless integration with business objectives and operational workflows.

ESPN   **April 2017 – January 2018**
Data Science Manager   Bristol, CT

- Designed and maintained a robust data platform catering to an enterprise digital portfolio with over 100 million users, ensuring scalability, reliability, and security while enabling data-driven decision-making and enhancing user experiences.
- Developed automated AB testing visualization and statistical analysis scripts, streamlining the testing process, enabling rapid iteration, and providing actionable insights to optimize performance and drive informed decision-making.
- Provided comprehensive analytics support for the development of Disney's inaugural direct-to-consumer product, ESPN+, collaborating closely with data engineering and product managers. Leveraged data insights to inform strategic decisions, enhance user experiences, and drive the successful launch and ongoing optimization of ESPN+ in the competitive digital marketplace.

Sacred Heart University   **September 2022– May 2025**
Adjunct Faculty   Fairfield, CT

University of New Haven   **January 2025– May 2025**
Adjunct Faculty   New Haven, CT

Education

University of Connecticut   **August 2012– August 2014**
Economics   Master of Arts

Thesis: Thoroughbred Breeding Value Analysis of Domestic Grade 1 Stakes Races

Sacred Heart University   **September 2007– May 2011**
Economics, Finance, Accounting   Bachelor of Arts

Summa Cum Laude, Welch Scholar, Gold Medal of Excellence in Finance

Skills

Data
Python, R, SQL, PySpark, Tableau, Looker, Databricks, Airflow, Snowflake, Redshift, BigQuery

Technical
AWS, Linux, Qualtrics, Adobe Analytics, Google Analytics, Git, Docker, GCP