

Giovanni Mirko Pace

Statistician-turned-data leader. Delivered measurable impact through a 14-year career championing experimentation, machine learning, and product analytics excellence. Built, scaled, and led roadmaps and teams that generated actionable insights; partnering with Product and Marketing teams and driving material business results.

4226 Churchill Dr.
Concord, CA 94521
(415) 702-5295
giovanni.mirko.pace@gmail.com

Immigration status:
Permanent US resident

CORE COMPETENCIES

Leadership

- One-Team mentality
- Data-driven with business judgment
- A Coach more than a Manager
- Effective, tailored communication

Product Management

- Agile, with a focus on the Vision
- A Customer champion
- Value-driven and Entrepreneurial approach
- A Builder as much as an Adopter

Statistics and ML

- Experimentation evangelist
- Skilled in Causal Inference
- Data modeling (regression, KNN, Decision trees)
- A keen interest in Time Series Analysis and NLP problems.

EXPERIENCE

EVCS - Director of Analytics and Business Intelligence

Aug 2024 - today

In EVCS I can combine my passion for electric vehicles with a mission to make data a true driver of business growth. In our fast-moving start-up environment, I wear many hats—from data engineering and modeling to shaping business strategy through insights and ML-based projections. Beyond overseeing the technical landscape, I champion a data-first culture across the organization. My work on cost, pricing, and customer behaviour optimization has directly turned EVCS's electricity sale operations profitable, setting a roadmap toward multi-million-dollar gains.

AI Trainer - Freelancer & contractor for DataAnnotation

Jan 2024 - Aug 2024

Leveraging my experience and skills in Data Science, Analytics, and Data Engineering, I help AI and Chatbots become increasingly sophisticated in coding and analyzing data by vetting, refining, and generating training documents for LLMs.

Expedia Group, San Francisco — *Director of Product Analytics - Experimentation Science & Statistics*

Sep 2021 - Dec 2023

Driving and promoting Expedia's excellence in experimentation practices and the impact of the experimentation program across all levels of the company. Under my leadership:

- **in 2023 we increased Expedia Group's testing velocity by 2.5x YoY;**
- **we reduced Analysts' time spent on each experiment by 45%,** promoting a single playbook and experimentation platform across the whole company;
- **we increased by 10x the number of metrics evaluated** in each experiment with modeled and proxy metrics, LTV-based measurements, and many others.

Hotwire.com (Expedia Group), San Francisco — Director of Analytics, Leadership Team

Jul 2018 - Sep 2021

Strategically transformed the Product Analytics function at Hotwire, aligning with core business partners such as Product, Marketing, and Engineering, and significantly enhancing data-driven decision-making. During my tenure, I "self-funded" the 2x expansion of the team by:

- **driving improved impact and efficiency** through a vision focused on **outcomes, ruthless prioritization**, and the adoption of tools such as Adobe Analytics, Qubole, Looker, and Leanplum
- **expanding the experimentation program footprint and evolving the sorting, pricing, and personalization algorithms.**

Our insights generated a **cumulative annual increase of over 10% in conversion rate and more than 2x growth in mobile app traffic.**

Hotels.com, London, UK — Product Manager

Jan 2017 - Jun 2018

Product Owner of Hotels.com tooling for near real-time anomaly detection, real-user monitoring, and user session replay. While overseeing our toolings:

- we **built a fast and reliable NRT monitoring system** based on Kafka, ElasticSearch and Scala (some of the technologies involved) **able to measure and evaluate statistical models over hundreds of metrics** every 30 seconds;
- I **reduced the company's median time-to-detect from days to minutes**;
- I **cut L&M costs of our RUM platform by more than 60%**, migrating from IBM's Tealeaf to Glassbox.

Hotels.com, London, UK & Rome, IT — Site Optimization Lead

Mar 2011 - Jan 2017

Conversion Rate Optimization through identification and prioritization of Venere.com (from 2011 to 2013) and then Hotels.com users' friction (and opportunities) throughout their shopping funnel.

Through my analysis, I **identified issues in the users' checkout phase costing \$15M in gross profit per year**. I also **recommended site performance/speed improvements, netting an annual \$8M increase in GP**.

SKILLS

- Capable of simplifying statistical concepts for non-technical audiences.
- Hands-on leader with advanced proficiency in R, Python, and SQL, driving operational efficiency and innovation..
- Multi-year experience with Snowflake, dbt, FiveTran, Metabase, ElasticSearch/OpenSearch.
- My favorite R packages: dplyr, prophet, tidymodels, xgboost, ggplot2.
- Not only traditional experimentation: experienced in Multi-Armed Bandit, Interleaving as well quasi-experimental methodologies: geo-testing, Propensity Score Matching, Diff-in-Diff, and Synthetic Control.
- The power of a good chart: proficient with Tableau, Thinkcell, Shiny.
- Power user of Adobe Analytics, Customer Journey Analytics.
- Data-driven and business-oriented: I led the implementation of OKRs, Balanced Scorecard for large organizations.
- Multi-year experience in agile methodologies, applied also in pure Analytics teams.

PORTFOLIO

<https://github.com/mirko-pace/portfolio/>

EDUCATION

Università Ca' Foscari - Venice, Italy

Bachelor, Statistics and Computer Science for Business Management (2004).