

Giovanni Mirko Pace

Statistician-turned-data leader. Delivered measurable impact through a 12-year career championing experimentation, machine learning, and product analytics excellence. Built, scaled, and led teams that generated actionable insights, partnering with Product and Marketing teams, driving successful advanced analytics and ML roadmaps.

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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

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

Working in close partnership with the Product, Technology and Marketing team, I reshaped the Hotwire Product Analytics team and **"self-funded" its 2x expansion with:**

- **improved team's impact and efficiency** through **outcome-driven vision**, ruthless prioritization, and adoption of various tools like Adobe Analytics, Qubole, Looker, Leanplum to cite some;
 - **expansion of the experimentation program footprint** and evolving the sorting, pricing, and personalization algorithms.
- During my last year in Hotwire, I led the whole Analytics department, transforming it from "data pullers" to **strategic partners, spearheading OKRs and the goals-setting** framework for the entire brand across all functions.

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.
- I like to be hands-on: proficient in R, Python, and SQL.
- 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.

PERSONAL PROJECT

[Chargedrop.app](#)

A quick and easy way to locate fast EV chargers around you I built leveraging public APIs.

I implemented a simple but effective **Neural Network to predict charger availability** in the next 10 minutes and generated close to 2000 unique landing pages **using Llama2 with a custom training dataset** based on the OpenStreetMap APIs.

EDUCATION

Università Ca' Foscari - Venice, Italy

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