

Rohan Grover

rohan.grover@nyu.edu

EDUCATION

- 2021 (*Expected*) **New York University**, New York, NY
M.A. Media, Culture, and Communication
Thesis title: *Contingent Connectivity: Mobile Internet as Infrastructure of Digital Citizenship*
- 2011 **University of Pennsylvania**, Philadelphia, PA
B.S. Economics
Minor in Asian American Studies

PROFESSIONAL EXPERIENCE

- 2019 – Present **HuffPost**, New York, NY
Product Manager
- Developed a people-centric roadmap by constructing and testing hypotheses through design thinking, rapid prototyping, data analysis, user surveys (max(n)=4439), user interviews, and competitive analysis.
 - Launched an Election Day 2020 live results hub page and home page experience (*web and apps*); grew membership registration and revenue 4x by integrating commenting and engagement features (*web and apps*); launched a dashboard for readers to track their news consumption (*apps*); ran bucket tests and multi-armed bandit tests to optimize membership conversion funnels (*web*); redesigned homepage and content discovery experiences (*apps*).
- 2018 **MoveOn**, Berkeley, CA
Product Manager
- Launched organizer-centric features on internal campaigning tools to support the Field team's midterm elections program by interviewing stakeholders, designing a simulation, validating results with a survey, documenting requirements, and drawing wireframes.
 - Wrote dynamic SQL scripts to assign 7 million member emails and phone numbers to 500+ volunteer events 3x/week based on local and federal jurisdictions, geographic proximity, capacity, density, and political priority.

- 2016 – 2018 **Jhatkaa.org**, Bangalore, India
Technology Manager
- Launched a mobile CRM, air quality data warehouse, analytics platform, and crowdsourced map to support human rights and climate change campaigns.
 - Joined an international software collective to replace a vendor with collaborative advocacy tools (mailer, SMS broadcast, petitions, identity).
 - Optimized member emails with systematic A/B testing; ran an SMS-based mobilization experiment (n=35,000) using live air quality data.
- 2013 – 2015 **Upworthy**, New York, NY
Senior Business Intelligence Analyst
- Conducted experiments and used regression analysis to help Editorial and Audience optimize for viral sharing on social media.
 - Deployed Attention Minutes to replace traffic as a success metric.
- 2012 – 2015 **The Brain Trust**, Washington, DC
Co-Founder / Digital Strategist
- Co-founded a consultancy to train AAPI organizations on digital advocacy.
 - Led an immigration reform campaign with the National Queer API Alliance.
 - Co-organized a 3-day national training for 20 rising AAPI digital activists.
- 2012 – 2013 **Planned Parenthood Federation of America**, Washington, DC
Data & Analytics Associate
- Advised national and local field organizers on data-driven mobilization tools.

STUDENT PUBLICATIONS

- 2013 Chow, O., **Grover, R.**, Lee, C., & Villano, V. P. [Building Asian American political power through online organizing: How digital activism mobilized a community and changed the policy conversation in Washington, DC.](#) *Asian American Policy Review*, 23. (Equal authorship)

ACADEMIC AWARDS

- 2020 Rosenberg Award, New York University. \$20,000
2020 Global Pathways Opportunity Scholarship, New York University. \$5,000
2020 Dean's Scholarship, The New School. \$35,000 (*Declined*)
2008, 2009, 2010 AIG Foundation Scholarship. \$14,000

PROFESSIONAL AND EXTRACURRICULAR AWARDS

2013 – 2014	Fellow, Front Line Leaders Academy, People For the American Way
2012	Fellow, New Leaders Fellowship, Center for Progressive Leadership
2011	Student Leadership Award, University of Pennsylvania Asian Alumni Network
2011	Finalist, Senior Honor Awards, University of Pennsylvania
2010	Sphinx Senior Honor Society, University of Pennsylvania
2010	Oracle Senior Honor Society, University of Pennsylvania
2010	AmeriCorps Fellow. \$1,250
2010	New Sector Alliance Fellow, National Consumer Law Center. \$1,000
2009	OCA Intern, U.S. Equal Employment Opportunity Commission. \$2,000

SERVICE

2020	Reviewer, International Communications Association Conference 2021
	University of Pennsylvania , Philadelphia, PA
2010	Mis/Under-Represented Constituencies Representative, University Council
2010	Undergraduate Assembly Steering Committee
2010	Pan-Asian American Community House Advisory Board
2008 – 2011	Asian American Studies Program Advisory Board

TEACHING AND MENTORING EXPERIENCE

	South Asian Americans Leading Together , Takoma Park, MD
2012 – 2014	Facilitator, SAALT Circles
	New Organizing Institute , Washington, DC
2012 – 2014	Data Trainer
	People For the American Way , Washington, DC
2012 – 2013	Trainer, Young People For
	University of Pennsylvania , Philadelphia, PA
2010 – 2011	Retreat Leader, Office of Student Affairs
2010 – 2011	Peer Mentor, Pan-Asian American Community House
2008 – 2009	Tutor, Calculus I
2008 – 2009	Tutor, Introduction to Business Statistics
	The Wharton School , Philadelphia, PA
2008 – 2010	Teaching Assistant, Introduction to Operations and Information Management

EXTRACURRICULAR LEADERSHIP

2014 – 2015 Docent, “Beyond Bollywood: Indian Americans Shape the Nation”,
Smithsonian Institution

University of Pennsylvania, Philadelphia, PA

2009 – 2010 Chair, Asian Pacific Student Coalition

2009 – 2010 Chair, Tangible Change Committee

2007 – 2009 Vice President of External Affairs, Class of 2011

SELECTED CONFERENCE PRESENTATIONS (NON-ACADEMIC)

2020 “What can newsrooms learn about membership from the advocacy world?”.
(August). Asian American Journalists Association Convention, Atlanta, GA.
[Panel canceled after convention moved online]

2020 “Editorial and Product: Don’t mind the gap - bridge it”. (February).
SRCCON:PRODUCT, OpenNews, Philadelphia, PA.

2017 “Build a process, not a product.” (June). OPEN Tech Summit, Online
Progressive Exchange Network, Berlin, Germany.

2013 “Online organizing: How to win the internet for social justice.” (July). DesiQ:
International Conference of Lesbian, Gay, Bisexual, Transgender and Queer
South Asians, San Francisco, CA.

2013 “How to win the internet for social justice.” (April). National South Asian
Summit, South Asian Americans Leading Together, Washington, DC.

2013 “Mobilizing AAPI’s, Gangnam style.” (February). East Coast Asian American
Student Union Conference, Columbia University, New York, NY.

SELECTED TALKS AND TRAININGS (NON-ACADEMIC)

2014 “Reading data to ask the right questions.” (November). Roma Initiative
Training, Open Society Foundations, Washington, DC.

2014 “Measuring your impact.” (May). Communications Boot Camp for LGBT
Movement Leaders, Equality Federation / Gill Foundation, Denver, CO.

2013 “AAPI community caucus.” (December). RootsCamp, New Organizing
Institute, Washington, DC.

- 2013 “Online organizing fundamentals.” (November). National Queer Asian Pacific Islander Alliance, Washington, DC.
- 2013 “Tools for state voter file managers.” Democratic National Committee. (September). Washington, DC.
- 2013 Panelist, AIM (Advocacy, Impact & Mobilization) for Equity. (September). Asian & Pacific Islander American Health Forum, Arlington, VA.
- 2013 “Elections reporting.” (August). Intermediate Data Boot Camp, New Organizing Institute, Washington, DC.

SELECTED MEDIA COVERAGE

- 2014 NBC News. [“Digital Media Mavens Launch Consulting Firm for Asian Americans”](#). (August 13).
- 2013 Mong, D. (October 28). [“Q and A with co-founder of The Brain Trust, Rohan Grover”](#). *Asian Fortune*.
- 2013 Rudra, S. (October 28). [“Young Consultants Train AAPI Organizations in Digital Advocacy”](#). *Asian Fortune*.
- 2010 Schultheis, E. (February 12). [“Counting Penn in 2010”](#). *The Daily Pennsylvanian*.
- 2009 Roberts, M. (November 20). [“Rohan Grover elected chairman of Asian Pacific Student Coalition”](#). *The Daily Pennsylvanian*.

TECHNICAL SKILLS

Languages: SQL, R, Python, Git
 Platforms: AWS

PROFESSIONAL MEMBERSHIPS

Association of Internet Researchers
 Asian American Journalists Association
 South Asian Journalists Association
 Online News Association