ROHAN GROVER
Curriculum vitae
rohan.grover@nyu.edu

EDUCATION

New York University, New York, NY, Expected May 2021
M.A. Media, Culture, and Communication

The Wharton School, University of Pennsylvania, Philadelphia, PA, 2011
B.S. Economics, Concentration in Management, Minor in Asian American Studies

PROFESSIONAL EXPERIENCE

HuffPost, New York, NY
Product Manager, 2019 to Present

Leading product strategy for HuffPost's most loyal users through the HuffPost Plus membership program, community and conversations, and iOS and Android apps. Conducted user research, data analysis, and experiments to build strategic membership & monetization roadmaps. Increased membership growth by 4x, member re-engagement by 3x, ad supply by 2x. Led an Agile team of 5 engineers and 3 designers using both Scrum and Kanban methods.

MoveOn, Berkeley, CA
Product Manager, 2018

Managed event recruitment program operations and 2018 elections product strategy. Provided the Organizing team with tools and processes to mobilize MoveOn's 7 million members through the Resist & Win election program (report). Shifted consensus from purchasing 3P tools to repurposing existing tech, saving $100K+ while investing in permanent organizing infrastructure. Managed Mobilize integration with ActionKit, recruitment to 1,000 member-led events, and reporting. Served as Program Manager for the R&W field program among Organizing, Analytics, Digital Strategy, and Tech teams.

Jhatkaa.org, Bangalore, India
Technology Manager, 2016-18

Drove strategic and technical initiatives for an Indian startup introducing the digital campaigning model to India. Designed an Agile project management system and coached tech, campaigns, and operations teams. Led a rebranding and redesign project. Co-authored values-driven HR policies. Planned 4 retreats. Cultivated a data-driven, security-minded culture. Managed 2 direct reports, launched 3 web apps, insourced the full advocacy suite, launched ControlShift.

Upworthy, New York, NY
Senior Business Intelligence Analyst, 2013-15

Generated business and editorial insights for a rapidly growing digital media startup. Designed and ran iterative experiments to test assumptions about user engagement with digital content. Defined metrics of success for the business. Trained 16 curators and writers on editorial experimentation and analytics.

The Brain Trust, Washington, DC
Co-Founder & Digital Strategist, 2012-15

Consulted on digital strategy for AAPI organizations and audiences. Co-organized a fully-funded 3-day national training program for 20 participants funded by NOI, SumOfUs, Planned Parenthood, and 100 small donors. Developed and supervised NQAPIA's digital organizing campaign for immigration reform. Co-authored an AAPI digital engagement strategy for HHS. Co-led a successful grassroots campaign to demand redress for a City Council member's xenophobic statements as summarized in a case study published by the Harvard Kennedy School.

Planned Parenthood Federation of America, Washington, DC
Data & Analytics Associate, 2012-13

PoliOps, Richmond, VA
Data Analyst, 2011-12

Bucks Victory, Doylestown, PA
Field Organizer & Finance Assistant, 2011

PUBLICATIONS

† Equal Authorship

Chow, O., **Grover, R.**, Lee, C., & Villano, V. P. (2013). 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.* †

HONORS, FELLOWSHIPS, AND AWARDS

Rosenberg Award, New York University, 2020-21. $20,000
Global Pathways Opportunity Scholarship, New York University, 2020. $5,000
Front Line Leaders Academy Fellowship, People For the American Way, 2013-14
New Leaders Fellowship, Center for Progressive Leadership, 2012
University of Pennsylvania Asian Alumni Network Award, 2011
Finalist, Senior Honor Awards, University of Pennsylvania, 2011
Inductee, Sphinx Senior Society, University of Pennsylvania, 2010
Inductee, Oracle Senior Honor Society, University of Pennsylvania, 2010
Summer Fellow, New Sector Alliance, 2010. $2,250
Recipient, AIG Foundation Scholarship, 2010. $14,000
Recipient, Out for Undergraduate Business Conference Scholarship, 2009
Recipient, AIG Foundation Scholarship, 2009. $14,000
Summer Intern, OCA National, 2009. $2,000
Asian Pacific American Leadership Initiative, University of Pennsylvania, 2008
Recipient, AIG Foundation Scholarship, 2008. $14,000

RESEARCH PROJECTS

Asian American Studies 110: Asian American Activism, University of Pennsylvania, Philadelphia, PA, 2011
"The Asian Pacific Student Coalition: Ten Years of Student Activism (1995-2005)": Identified key challenges, opportunities, and trends for an advocacy organization at the University of Pennsylvania through interviews with 9 former student-leaders. The final report was circulated for several years among successive classes of students and led to the formation of an alumni steering board.

National Consumer Law Center, Boston, MA, 2010
"Strengthening NCLC's Fundraising Strategy with Research, Stewardship, and New Grants": Developed a predictive model and research workflow to direct major fundraising efforts based an analysis of 15 years of fundraising data and industry records.

U.S. Equal Opportunity Commission, Washington, DC, 2009
"EEOC Outreach and Access to AAPI Populations": Prescribed community outreach and engagement policies for Acting Chair Stuart Ishimaru based on 12 interviews with experts from government agencies and community leaders. Collaborators included constituent leads at EEOC field offices, the Director of the DC Mayor's Office on API Affairs, executive directors.

CONFERENCE PRESENTATIONS (NON-ACADEMIC)

"Editorial and Product: Don't Mind the Gap - Bridge It". SRCCON:PRODUCT, OpenNews, Philadelphia, PA, February 2020.

"Build A Process, Not A Product." OPEN Tech Summit, Online Progressive Exchange Network, Berlin, Germany, June 2017.

"Numbers Aren't Scary! Or: Reading Data To Ask The Right Questions." Roma Initiative Training, New Organizing Institute / Open Society Foundations Roma Initiatives Office, Washington, DC, November 2014.

"Analytics 101: Measuring Your Impact." Communications Boot Camp for LGBT Movement Leaders, Equality Federation / Gill Foundation, Denver, CO, May 2014.

"Online Organizing: How to Win the Internet for Social Justice." DesiQ: International Conference of Lesbian, Gay, Bisexual, Transgender and Queer South Asians, San Francisco, CA, July 2013.

"How to Win the Internet for Social Justice." National South Asian Summit, South Asian Americans Leading Together, Washington, DC, April 2013.

"Mobilizing AAPIs, Gangnam Style." East Coast Asian American Student Union Conference, Columbia University, New York, NY, February 2013.

INVITED TALKS (NON-ACADEMIC)

"Online Organizing Fundamentals." National Queer Asian Pacific Islander Alliance, Washington, DC, November 2013.

Panelist, AIM (Advocacy, Impact & Mobilization) for Equity, Asian & Pacific Islander American Health Forum, Arlington, VA, September 2013.

TEACHING AND MENTORING EXPERIENCE

South Asian Americans Leading Together, Takoma Park, MD
Facilitator, SAALT Circles, 2012-2014

New Organizing Institute, Washington, DC
Data Trainer, 2012-14

People For the American Way, Washington, DC
Trainer, Young People For, 2012-13

University of Pennsylvania, Philadelphia, PA
Retreat Leader, Office of Student Affairs, 2010-11
Peer Mentor, Pan-Asian American Community House, 2010-11
Tutor, Calculus I, 2008-09
Tutor, Introduction to Business Statistics, 2008-09

The Wharton School, Philadelphia, PA
Teaching Assistant, Introduction to Operations and Information Management, 2008-10

SERVICE

Docent, "Beyond Bollywood: Indian Americans Shape the Nation", Smithsonian
Institution, 2014-15
Member, Center for Progressive Leadership Alumni Steering Committee, 2013-14
Member, KhushDC 20th Anniversary Community Gala Planning Committee, 2013-14
Volunteer Trainer, New Organizing Institute, 2012-14
Associate Editor, Penn Bioethics Journal, 2007

COMMUNITY PROJECTS

AAPI Digital Leadership Weekend, Washington, DC, 2015
Co-organized and led a 3-day national digital advocacy training for 20 rising AAPI
activists. The event was made possible by a crowdfunding campaign that raised $7,000
from 100 donors and from sponsorships from Planned Parenthood, SumOfUs, and the
New Organizing Institute.

Say Sorry Barry, Washington, DC, 2012
Co-organized a successful grassroots campaign to demand redress from City Councilman Marion Barry for feeding a xenophobic narrative about AAPIs in DC.

MEDIA COVERAGE

"Digital Media Mavens Launch Consulting Firm for Asian Americans". (2014, August 13). *NBC News.* Available at https://www.nbcnews.com

Mong, D. (2013, October 28). "Q and A with co-founder of The Brain Trust, Rohan Grover". *Asian Fortune.* Available at http://www.asianfortunenews.com

Rudra, S. (2013, October 28). "Young Consultants Train AAPI Organizations in Digital Advocacy". *Asian Fortune.* Available at http://www.asianfortunenews.com

UNIVERSITY LEADERSHIP

University of Pennsylvania, Philadelphia, PA
Chair, Asian Pacific Student Coalition, 2009-10
Chair, Tangible Change Committee, 2009-10
Vice President, Oracle Senior Honor Society, 2010-11
Vice President of External Affairs, Class of 2011, 2007-09
Associate Director, East Coast Asian American Student Union Conference, 2009-10
Mis/Under-Represented Constituencies Representative, University Council, 2010
Member, Undergraduate Assembly Steering Committee, 2010
Member, Pan-Asian American Community House Advisory Board, 2010
Member, Asian American Studies Program Advisory Board, 2008-11

SKILLS

Data analysis: Postgres, MySQL, Looker, Redash
Statistical analysis: R, MATLAB
Database management: AWS Redshift, Postgres
Web development: Ruby, Python, PHP, HTML, CSS, JavaScript
Cloud: Amazon Web Services
Git

PROFESSIONAL MEMBERSHIP

Member (Professional), Online News Association
Member (Full), Asian American Journalists Association
Member, South Asian Journalists Association

REFERENCES

Radha S. Hegde, Ph.D.
Professor of Media, Culture and Communication
New York University
239 Greene St. Room 718
New York, NY 10003
212-998-9005
radha.hegde@nyu.edu

Grace Kao, Ph.D.
IBM Professor of Sociology
Yale University
493 College Street, Room 407
New Haven, CT 06511
203-432-3793
g.kao@yale.edu