Rohan Grover

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EDUCATION

2021 *(Expected)*   **New York University**, New York, NY
M.A. Media, Culture, and Communication
Thesis title: *Contingent Connectivity: Mobile Internet in India as Postcolonial Infrastructure of Subjectivity*

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 members' emails and/or 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

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- Joined an international software collective to replace a vendor with collaborative advocacy tools (mailer, SMS broadcast, petitions, identity).
- Launched a mobile CRM, air quality data warehouse, analytics platform, and crowdsourced map to support human rights and climate change campaigns.
- Optimized member emails with systematic A/B testing and 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.

STUDENT PUBLICATIONS
† Equal Authorship

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.* †

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

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

SELECTED TALKS AND TRAININGS (NON-ACADEMIC)

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

2014   "Analytics 101: 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	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.
2013	Excel for Data Management & Analysis. (March). New Organizing Institute, Washington, DC.
2013	Data Boot Camp. (February). New Organizing Institute, Washington, DC.
2012	Data Boot Camp. (March). New Organizing Institute, Washington, DC.

SELECTED MEDIA COVERAGE

2014	"Digital Media Mavens Launch Consulting Firm for Asian Americans". (August 13). *NBC News.*
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	Medina, E. (April 8). "Mayor Nutter: 'You really do count'". *The Daily Pennsylvanian.*
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