Shannon Moran, PhD (she/her)

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Technical people leader with 10 yrs of product analytics / strategy experience. I thrive when growing culturally strong, high-performing teams; driving collaborative decision-making for technical products; and telling data-driven stories that make strategic business decisions clear. To quote a Senior Facebook VP, "your messaging is so clear, I want you to come to all my meetings."

EXPERIENCE

Meta / Facebook   San Francisco, CA
Head of Data Science, Marketplace Integrity   2021 - Present
- Drive analytics strategy/roadmap supporting 60-person org (eng, design, product), leading 10-member analytics team (data engineers, scientists, and analysts) covering machine learning and heuristic user-based trust and safety for Facebook Marketplace
- Led team (incl. 6/10 hired since fall 2021) to build data products unlocking a 40% reduction in global scam even in the face of reduced operating expense budget. Wins include: analytically-developed scam measurement on multiple product-focused grains; reduced measurement noise by half; developed model/policy-level performance view; secured executive buy-in on a harm monitoring strategy with significant trade-offs that allocated opex w/highest ROI for heuristic policy development
- Drove product change to close old loophole leveraged by scammers; showed change would only impact scammers despite growth team belief that it would limit good user growth; standardized framework for evaluating future integrity/product changes

Senior Data Scientist, Tech Lead (Ads, Core Machine Learning)   2020 - 2021
- Collaborated with engineering leadership to drive analytics roadmap for ads ranking machine learning after platform and legislative privacy impacts (e.g. iOS 14); secured DS bandwidth from other teams to support demand we could not staff fully
- Wins include: Built feature importance and coverage tool used widely within the Ads org for prioritizing mitigation work; drove experimental measurement of privacy impacts / success of shipped mitigations; communicated evolving findings to executives

Out for Undergrad (O4U), National 501c3 non-profit supporting LGBTQ undergrad professional development   New York, NY
Chair of the Board (2021 – Pres), Board of Directors (2018 – Pres)   2013 – Pres
- Lead the 9-member Board of Directors, responsible for strategic direction of org with $2M P&L, 2 FTE, 100 volunteers
- Hired second FTE (Chief of Staff); developed review process and manage performance for Executive Director
- Decisively led shift to virtual operating model in 2020-2022, leading to increase in reserves to 1 year of expenses (long-running org goal), saving over $100k in expenses thanks to early in-person cancellations, and expanding students reached by 5%

Airbnb   San Francisco, CA
Data Scientist (Trust & Safety)   2019
- Improved global coverage of critical user data from 34% to 95% at 96% accuracy w/lightweight classification model; model in production use by 4+ teams within first weeks and still actively in use in 2022
- Developed heuristics to proactively intervene against risky (50x+ versus avg user) populations with minimal harm to good users (including the "party house" rules); drove communication and secured executive (VP) buy-in

Boston Consulting Group   Chicago, IL
Associate > Consultant (direct promotion to post-MBA position)   2012 – 2015
- Developed data-informed strategies for Fortune 100 businesses, collaborating w/executive-level mgmt (select projects below)
- **Patent data analytics**: Developed patent-driven approach using publicly-available data to identify 140+ product opportunities for polymers business of Fortune 100 company; standardized approach for use in future BCG IP projects
- **Cost reduction dashboard**: Built diagnostic tool for user-identification of organizational efficiency opportunities; managed tracking of resulting $300M in identified cost reductions across 14 business units at Fortune 100 client

EDUCATION

University of Michigan, Ann Arbor — Ph.D. in Scientific Computing & Chemical Engineering (2015 – 2020)   Ann Arbor, MI
- NSF Graduate Research Fellow, ACM SIGHPC/Intel Computational Science Fellow, Point Foundation Scholar

Massachusetts Institute of Technology — B.S. in Chemical Engineering, minor in Writing (2012)   Cambridge, MA

TECHNICAL SKILLS

Code	Python (including object-oriented programming), SQL, git, bash
Data	Pipelines (e.g. Airflow), Hadoop (incl. MapReduce), Hive, dashboards (Superset, Tableau), Excel/Google Sheets

INTERESTS

Recreational hockey, sailing, learning Mandarin to win over my in-laws, day hikes with my 11lb Shih Tzu (Daisy) in a backpack