**Tell us a bit about why you're applying to work here. What excited you about this role?**

I am applying to Cash App because I am passionate about leveraging data to drive innovative financial solutions, and I truly believe in Cash App’s mission to make financial services more accessible and intuitive. As a small business owner, I have firsthand experience using Cash App and Square, and I recognize their immense potential to empower both small businesses and individuals. The opportunity to lead the Business Analytics team and develop AI-driven insights that enhance decision-making and customer experiences aligns perfectly with my experience in building data-driven strategies. I am especially excited to contribute to Cash App’s continued growth and help shape the future of financial technology.

**Block's purpose is economic empowerment. Briefly tell us about what that purpose means to you.**

To me, economic empowerment means providing individuals and small businesses with the tools and resources they need to thrive financially, regardless of their background or circumstances. It’s about breaking down barriers to financial services and enabling people to take control of their economic futures. As a small business owner, I’ve seen how solutions like Cash App and Square can transform how we manage money, make transactions, and build financial stability. I’m passionate about using data and analytics to further this mission, creating innovative solutions that foster financial inclusion and support economic growth for everyone.