WALTER DUNCAN

SR. DIRECTOR, DATA SCIENCE

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**Dear Hiring Manager,**

I am excited to apply for the **Senior Director of Data Science, Monetization** role at Pinterest. With 20 years of experience in AI, data science, and machine learning, I have a proven track record of driving AI-powered monetization strategies, optimizing revenue, and leading high-performing teams. Pinterest’s mission to inspire and connect users aligns perfectly with my passion for leveraging data to create engaging, value-driven experiences while driving measurable business impact. I’m a Pinterest user and I love the platform.

As **Assistant Vice President of Data Science at AT&T**, I have led large-scale AI initiatives that optimize revenue streams and enhance customer engagement. Key achievements include:

* **Developed and executed AI/ML monetization strategies**, delivering over **$500M in business value** through predictive and prescriptive analytics.
* **Optimized customer targeting and ad performance** using machine learning models, increasing conversion rates and ad effectiveness.
* **Led cross-functional collaboration** with product, marketing, and engineering teams to integrate AI-driven insights into monetization strategies.
* **Managed and mentored high-performing teams**, fostering a culture of continuous innovation in AI, data science, and analytics.

What excites me most about this role is the opportunity to apply my expertise in AI-driven optimization, ad performance enhancement, and strategic leadership to Pinterest’s unique ecosystem. My ability to balance long-term vision with hands-on execution will help drive monetization success while maintaining an exceptional user experience.

I would welcome the opportunity to discuss how my experience and skills align with Pinterest’s mission. Thank you for your time and consideration—I look forward to the possibility of contributing to Pinterest’s continued growth.

**Sincerely,**  
Lee Duncan

Jan 23, 2025

**Hiring Manager**

Pinterest

San Francisco, CA