

Kevin Cooney

AI, Data Science, Machine Learning, Analytics, and Economics Leader

SUMMARY

AI and data science leader with 15+ years of experience building and leading high-performing teams that deliver advanced AI, machine learning (ML), and data-driven solutions. Proven expertise in integrating data and AI technologies, such as Large Language Models (LLMs), ML, and econometrics, to generate actionable insights across HR, marketing, finance, and operations research. Passionate about leveraging AI and ML to optimize decision-making, streamline organizational processes, and drive business transformation. Skilled in aligning data strategies with leadership needs to enable smarter, faster, and data-informed decisions.

EXPERIENCE

Chewy, Director of AI & Data Science – San Francisco, CA

MARCH 2023 - PRESENT

Leading Chewy's HR data transformation, implementing AI and LLMs to develop advanced solutions for employee experience and operational efficiency.

Spearheaded the integration of AI technologies such as Llama for automating insights and predictive analytics within HR functions. Oversee a team of 22 HR data engineers, business intelligence engineers, and data scientists responsible for building ML and AI systems.

Amazon, Sr. Manager Data Science – San Francisco, CA

MARCH 2017 – MARCH 2023

Lead 35+ HR data scientists who study and consult on emerging areas of concern or interest to inform decisions, processes, and products for Amazon's employees. Deliverables are driven by proof-of-concept and production models and algorithms, experimental design and evaluation, survey design and analysis, psychometrics, and causal impact analyses. This work inspired new products (Attrition algorithms, Pay Defect Model, Staffing Recommendation Engine, Promotion Algorithm), new programs (Part-Time Employee Benefits, Diversity and Inclusion Sentiment), new research (Internal Transfers, Wage Impact, Military Affairs), and policy changes (Compensation Structure, Time and Attendance).

TripAdvisor, Director of Data Science – San Francisco, CA

FEBRUARY 2015 – MARCH 2017

Head of Data Science and Analytics at TripAdvisor Attractions, the global leader in online bookings for attractions and TripAdvisor's main transactional arm.

Managed 15+ Data Analysts / Scientists delivering predictive models, algorithms, web analytics, and business intelligence initiatives to all stakeholders including: product, marketing, sales, finance, operations, and the C-suite.

Fandom (Wikimedia), Head of Data – San Francisco, CA

DECEMBER 2013 - FEBRUARY 2015

As Fandom's first data leader, established the data strategy and led a team responsible for data analytics and ML model development. Oversaw end-to-end data pipelines and ML-based predictive modeling for user engagement, experimental design, and content optimization.

StubHub, Marketing Analytics Manager – San Francisco, CA

MAY 2012 - DECEMBER 2013

Managed a team of analysts focused on applying machine learning techniques for marketing optimization, customer segmentation, and predictive analytics.

Delivered insights from ML-driven models to improve targeting and mobile engagement strategies.

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📍 San Francisco Bay Area

🌐 [linkedin.com/in/kevinjcooney](https://www.linkedin.com/in/kevinjcooney)

Skills

Languages and Software:

AI, Large Language Models (LLMs), Llama, Python, R, SQL, Stata, Docker, Adobe Analytics, Google Analytics, A/B Testing Tools (e.g., Adobe Target, Optimizely), Tableau, Qualtrics, Qualaroo, Microsoft Suite.

Cloud Computing:

AWS (S3, Redshift, Athena, Quicksight, SageMaker), Google Cloud (BigQuery, Cloud SQL, Looker), Snowflake (Cortex AI).

Statistics and Machine Learning:

AI, LLMs, Univariate and Multivariate Statistics, Causal Inference (e.g., difference and difference), Data Reduction (e.g., principal components), Clustering (e.g., k-means) Classification (e.g., Maximum Likelihood, Decision Trees), Parameter Estimation (e.g., least squares, best linear unbiased estimator, gradient ascent), Model Deployment and Optimization (e.g., productionizing ML models, hyperparameter tuning), Docker for containerized AI/ML workflows.

EDUCATION

Indiana University-Bloomington

PhD, Marketing (2014)

MBA (2011)

University of Utah

MS, Finance (2007)

University of Texas-Austin

BS, Statistics (2005)

OTHER

Right to work in the European Union (EU)