
Hands-on leader in data science and analytics, specializing in building high-performing teams and leveraging user behavior to drive strategic business outcomes. Early adopter and expert in agentic data science development.

Experience

Nextdoor

Oct 2023 - Feb 2026

Head of Monetization Data Science

Lead the Data Science org powering Nextdoor's advertising platform. Built scalable systems in ranking, targeting, search, and performance ads while developing product-focused DS culture.

- Established DS organization for first-party ad server and performance products, driving continuous YoY revenue growth through autonomous workflows and ownership culture.
- Generated tens of millions in incremental revenue via cross-functional initiatives in Search, Leads Marketplace creation, and subscription business development.
- Introduced agentic Data Science via Cursor, Claude, custom Python libraries and user interfaces, accelerating exploratory analysis and business velocity.

Meta

Sept 2018 - Oct 2023

Head of Product Analytics, Cross-Meta Integrity (Trust & Safety)

Led 14 data scientists and managers for product analytics across Meta Integrity, driving billion-dollar initiatives through measurement, UI/UX, and data-driven insights for enforcement systems and account protection.

- Reduced Integrity-related support contacts by 75% through data-driven root cause analysis connecting user feedback with product improvements.
- Developed automated compromise recovery tools. Led the first automated recovery ops, resolving thousands of compromises simultaneously.
- Built trust and enforcement ML models mitigating billions in fraud, abuse, and harmful content while maintaining low-friction user experiences.

Periscope Data

Oct 2016 - Jan 2018

Senior Analyst, Content and Community Manager

- Increased revenue through lead scoring, forecasting, and ROI models for marketing across 7 channels.
- Built data communities, managing events and speakers. Led content creation for SQL/Python blog.

Intuit

Oct 2014 - Oct 2016

Senior Data Analyst

- Integrated NPS into Intuit QuickBooks, leveraging UX feedback for product development.
- Drove initiatives combining data science and UI/UX, improving conversions, retention, and satisfaction.

eXelate

Dec 2012 - Oct 2014

Marketing Analytics Manager

- Managed data quality control for ad-tech DMP. Designed metrics and tools ensuring real-time database health.
- Created whitepapers, technical materials, and promotional content for marketing initiatives.

PETCO

Oct 2010 - Dec 2012

Real Estate Market Analyst

- Built financial models for retail site selection, generating millions in revenue through optimized real estate decisions.

EDUCATION

San Diego State University

MS in Geography: Geospatial Analysis, ABT

BA in Geography: Geospatial Analysis, Dec 2007