# EMAD HASAN

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*Technology leader with 18+ years of experience in AI/ML, Digital Ads, and Consumer Data.*

## EXPERIENCE

**RETINA AI**                                                                                         Santa Monica, CA

*Retina is a B2B SaaS platform for B2C companies that predicts future customer value with 90%+ accuracy and enables use cases to make each customer profitable. The platform has serviced 200+ brands including Capital One, GoDaddy, Nestle, Madison Reed, and Unilever.*

***Co-Founder & CEO***                                                                                    2016 – 2023
- Raised $13M in total funding (Seed, Seed 2 and Series A), led by Comcast Ventures and other top VCs
- Grew recurring revenue by at least 3X annually, with $50M+ in qualified sales pipeline
- Shipped 40+ major product launches and built customer success program with ~90% logo retention
- Hired and managed a team of 60+ high caliber engineering, product and data science employees
- Presented insights and trends around eCommerce at 4-6 industry events a year and provided insights to major outlets (e.g. Wall Street Journal)
- Managed the company's finances, including budgeting, forecasting, and cash flow management enabling the company to consistently carry a 12-24 month runway and reach profitability by year six
- Wrote the original code for the company in R and Python

**FACEBOOK**                                                                                            Menlo Park, CA

***Head of Marketing Operations, Measurement & Analytics***                                               2014 – 2016
- Promoted from Marketing Analytics Lead to Head of Global Operations, Measurement and Analytics within the first six months. Promoted again in the next year to grow measurement team and integrate into Sales Operations
- Reported to VP of Business Marketing to lead the global marketing operations team, responsible for setting marketing (350+ people) goals, budgets, reporting, analytics and investment cases
- Directly responsible for all reporting, measurement, insights, testing, strategy for all marketing channels e.g. Business website, Blog, Newsletters, Facebook Pages, Hosted Events, Webinars, and Tent-pole Events
- Collaborated closely with the broader Sales Operations team to coordinate investment allocation activities contributing to Facebook's revenue growth from $10B to $16B in 16 months
- Developed a revenue impact measurement tool that reliably estimated impact on revenue from each marketing event optimizing $90M+of annual marketing budget

**PAYPAL**                                                                                                San Jose, CA

***Analytics Product Manager (Data Science)***                                                            2013 – 2014
- Designed and deployed an automated business health monitoring system for three PayPal portfolios, minimizing the need for daily dashboards. This product autonomously analyzes dashboards, generates reports and notifies managers
- Prototyped machine learning (classification and clustering algorithm) to segment 53M+ active PayPal members identifying previously unknown segment of couples sharing Paypal accounts has high value customers
- Introduced novel method of 'Unstructured Machine Learning' (Clustering) as means of segmenting PayPal's consumer accounts, resulting in targeted marketing and accurate propensity scoring
- Automated time series forecasting of BillMeLater reporting by developing customized analytics application for the Decision Science forecasting team, enabling error free forecasting at all levels of KPI

**BOOZ ALLEN HAMILTON**                                                                                Los Angeles, CA

***Senior Consultant***                                                                                   2011 – 2013
- Synthesized strategic plan for overall analytics and business intelligence strategy for $350M software development program, providing clients with direct insight into operational efficiency and development costs
- Designed regression-based forecasting model to predict software defects, enabling clients to accurately estimate cost/schedule risk and saving average of $16M (Approx. 63% of release cycle cost) per software release cycle
- Awarded "Consultant of the Quarter" by top Defence client for exceptional work in leading process improvement team, identifying bottlenecks in workflow processes and devising incentive based measurable practices

**THE BOEING COMPANY**                                                                                 Los Angeles, CA
***Guidance, Navigation & Controls Engineer***                                                            2008 – 2011

- Built staffing optimization tool used to forecast staffing supply & demand with over 90% accuracy enabling managers to better control hiring and downsizing activities of over 400 Space Systems employees
- Led team of engineers to conduct integration and test activities on $300M spacecraft for Department of Defense, leading to on-time test completion and ahead of schedule delivery of spacecrafts

**SIKORSKY AIRCRAFT**                                                                                                              Stratford, CT
*Flight Controls Engineer*                                                                                                         2005 – 2008
- Managed team of six flight controls engineers through product development lifecycle on $200M R&D program
- Wrote the algorithm for replacing mechanical controls with electrically actuated control systems reducing total aircraft weight by 50 lb+. This technology is now used on the next generation of presidential helicopters

## EDUCATION

**UCLA ANDERSON SCHOOL OF MANAGEMENT**                                                                       Los Angeles, CA
*M.B.A., Business Planning & Strategy/International Business Management*                                          June 2013

**RENSSELAER POLYTECHNIC INSTITUTE**                                                                                       Troy, NY
*M. E., Electrical Engineering*                                                                                                        Dec 2007

**THE PENNSYLVANIA STATE UNIVERSITY**                                                                      University Park, PA
*B. Sc., Electrical Engineering*                                                                                                          May 2005

## PATENTS & PUBLICATIONS

- *Publication:* Co-authored publication "Aluminum nitride as a novel aluminum-26 ion source material for accelerator mass spectrometry" Nuclear Instruments and Methods in Physics Research Section B: Beam Interactions with Materials and Atoms, Volumes 223-224, August 2004, Pages 263-266. R. Flarend, M. E. Hasan and C. S. Reed
- *Patent:* Primary inventor for US 2012/0072056 A1 "Flight Control System for Rotary Wing Aircraft"

## ADDITIONAL

- *Engagement Officer of the Young Presidents Organization (33,000+ CEOs)*
- *International*: Fluent in Urdu/Hindi and Bengali. Lived in MENA region for 6+ years
- *Clearance*: US DOD Secret (In-active)
- *Volunteering*: Organizer of Palo Alto Data Science Association, INFORMS
- *Hobbies:* Running, beach volleyball and mountain climbing