

EMAD HASAN

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Redwood City, CA

SUMMARY

Strategic technology leader with 11+ years of experience in operations and data science. Expert in deploying data-driven business operations enabling transparency and growth experimentation. Demonstrated leadership experience in client facing roles, collaborating closely with executive level clients to (1) identify key business drivers (2) develop analytical frameworks (3) synthesize analyses (4) prototype analytics products and (5) manage large teams

EXPERIENCE

FACEBOOK

Menlo Park, CA

Head of Marketing Operations

September 2014 – May 2016

- Started and led the marketing operations team which was responsible for setting marketing team's (250+ people) goals, budgets, reporting, analytics and investment cases. The mission of this team was to enable efficiency for Global Business Marketing via tools, analytics and optimization
- Collaborated closely with the broader Sales Operations team to co-ordinate business and investment planning activities resulting in Facebook's revenue growth from \$10b to \$16b in 16 months
- Partnered closely with the VP of Global Business Marketing to manage operations and strategy resulting in 90% growth of the team from 90 to 350 people
- Designed and deployed a resource management tool which enabled transparent budget management for the global team saving an estimated \$4M of team's operation cost. This prototype was eventually developed into a companywide tool
- Developed a marketing event revenue impact measurement tool that reliably estimates impact on revenue for each marketing event. This tool is now used by all business marketing teams at Facebook
- Devised measurement and analytics strategy for Facebook's Global Business Marketing team resulting in reporting and analytics on digital marketing channels
- Provided analysis to measure impact of Executive Briefing Center on revenue and product adoption using new concept of relative spend

PAYPAL

San Jose, CA

Analytics Product Manager (Decision Science)

July 2013 – August 2014

- Led development of 'Financial Instruments & Institutions' dashboard/database and identified business opportunities, resulting in partnership agreements with Bank of America and JP Morgan Chase
- Designed and deployed 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 train and predict consumer activity segments for more than 53M active PayPal members
- Conceptualized '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

July 2011 – June 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 quality forecasting model that incorporates data from multiple sources, enabling clients to accurately estimate cost/schedule risk and saving average of \$16M per software release cycle
- Identified opportunities to develop predictive metrics, statistical models, and data-driven analyses, increasing operational efficiencies and reducing product development costs
- Automated process of data collection, analytics and report generation for client providing management level insight into program performance which included both historical and predictive metrics
- Awarded "Consultant of the Quarter" by client for exceptional work in leading process improvement team, identifying bottlenecks in workflow processes and devising incentive based measurable practices

THE BOEING COMPANY**Guidance, Navigation & Controls Analyst**Los Angeles, CA
May 2008 – June 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
- Designed spacecraft simulations and automated report generation tool for spacecraft operators resulting in key risk reduction on \$2.1B Air Force program
- 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 spacecraft

SIKORSKY AIRCRAFT**Technical Team Lead**Stratford, CT
May 2005 – April 2008

- Delivered \$600 thousand project ahead of schedule as team lead for autopilot software algorithms development
- Led team of six flight controls engineers through product development lifecycle on \$200M R&D program
- Developed and conducted introductory Fly-By-Wire technology incubation courses for batch of 30 new hires
- Authored US patent (US 2012/0072056 A1) on electro-mechanical (Fly-By-Wire) control system, replacing traditional heavier mechanical control with computer controlled lighter weight system
- Designed artificial intelligence algorithms for autonomous hydraulics fault protection reducing failure risk of aircraft by 30% and enabling aircraft's eligibility for FAA certification

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

- *Leadership*: External Representative in MBA Student Council, Team Lead - Business Plan Development
- *Membership*: Anderson Strategy Group, Management Consulting Association, Entrepreneurship Association
- *Certifications*: Easton Technology Leadership Program, Advanced International Management
- *Study Abroad Courses*: Spain, Thailand, UAE and Jordan
- *Final Project*: Developed Market Entry Strategy for New Zealand Based Technology Company

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

- *Thesis*: Designed & Demonstrated Optimal Path Finding Algorithm for LEGO NXT Robots, Modeling Complex Evolutionary Computing Routines such as 'A-Star' and 'K-Omega'

THE PENNSYLVANIA STATE UNIVERSITY**B. Sc., Electrical Engineering; Dean's List**University Park, PA
May 2005

- *Leadership & Honors*: President - International Student Association, Outstanding International Student Award
- *Awards*: Outstanding International Student, Undergraduate Research Fair (2nd place)
- *Research*: Co-authored publication on NSF funded research on increasing efficiency of particle accelerators

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

- *Technical Tools*: R, SQL, Tableau, Qlikview, VBA, PowerPoint, MATLAB and HTML
- *Case Competition*: ACG Finance Case Competition; Net Impact - Non-Profit Revenue Growth Case Competition
- *International*: Fluent in Urdu/Hindi and Bengali. Lived in MENA region for over 6 years
- *Clearance*: US DOD Secret
- *Volunteering*: Organizer of Palo Alto Data Science Association, INFORMS
- *Hobbies*: Running, beach volleyball and mountain climbing