Michael Shashoua

mshashoua@gmail.com   mshashoua.com

WORK EXPERIENCE

TikTok   *Mountain View, CA*
Data Scientist, Tech Lead   *2022 – Present*
- Supporting and growing the US Tech Services (USTS) team, within the US Data Security group

Meta   *Menlo Park, CA*
Data Science Manager, Product Details Page (PDP) on Shops   *2020 – 2022*
- Leading the analysis and insight for the flagship product of Facebook and Instagram Shops. Oversee team of 6 analysts supporting 4 PDP subteams
- Leading the cross-pillar Shop Ads analysis, responsible for product changes and recommendations across Commerce. Establishing analysis culture and competencies for US product teams to conduct Ads Analysis
- Mentor and grow junior Data Scientists across the Commerce Pillar
- Collaborated extensively with cross-functional partners in product management, product marketing, design, user research, software engineering, and data engineering while managing sales relationships
- Previously Led, develop, and socialized analyses for the primary revenue-generating product of a hyper-growth $500+ million product (Collaborative Ads) which unlocks direct response marketing for brands which do not own the point of sale
- Spearheaded Offensive and Defensive responses to Signal Loss amid a rapidly changing privacy environment

Capital One   *McLean, VA*
Principal Quantitative Modeler   *2019 – 2020*
- Managed bank's exposure to certain consumer segments for the Small Business Credit Card and the Auto Loans. Designed and implemented tools to orchestrate data analysis jobs in parallel. Collaborated with product owners
- Leveraged the power of distributed computing for analysis of large datasets. Migrated all analysis to Apache Spark, utilizing PySpark and SparkR. Partnered with Nvidia to introduce RAPIDS.ai for machine learning

EDUCATION

Rice University   *Houston, TX*
Doctorate of Economics   *May 2019*
- Research Fields: Industrial Organization, Marketing, Applied Econometrics, Structural Modeling

University of Pennsylvania   *Philadelphia, PA*
Masters of Economics   *June 2014*

University of Southern California   *Los Angeles, CA*
B.S. Business Administration Joint International Relations; Minor in Comm   *May 2012*
- **Honors & Awards**: *Global Scholar Award* Recipient-Recognized as a top 10 graduating senior who has excelled in studies at home and abroad; *Discovery Scholar*; *Trustee Scholar*

OTHER EXPERIENCE

Fulbright Comission España   *Madrid, Spain*
Fulbright Research Grant Recipient to Spain   *2012 - 2013*
- Explored credit access for small to medium enterprises (SMEs) and entrepreneurial support for new ventures

RESEARCH

'Private Labels, Famous Brands, and Heterogeneous Households: Can High Ad Spending be Justified and are Households' Advertising Elasticities Stable Across Products?'
Job Market Paper with Jeremy Fox, Stefan Hoderlein (2018)
- Explores heavy ad spending in detergent and chocolate industry despite strength of private labels
- Extends the dynamic panel methods of Arellano and Bond (1991) to allow time varying random coefficients that can be correlated with regressors (advertising exposure) and correlated across equations in a SUR (seemingly unrelated regressions) system

ADDITIONAL INFORMATION

Languages Fluent Spanish
Coding   High level proficiency in R, Python, Julia, and SQL. Distributed computing with Spark
Athletics University of Southern California Varsity Water Polo
               Division I Water Polo 2008, 2009, 2010, & 2011 NCAA Champions