

David Feldman

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EDUCATION

MS Computer Science // [Johns Hopkins University](#) May 2019
3.64/4.0 GPA. Initiated in-person concurrently w/ BS, completed part time. 730/800 GMAT.

BS Chemical & Biomolecular Engineering // [Johns Hopkins University](#) May 2016
3.26/4.0 GPA. Research focused on computational genetics. 2200/2400 SAT.

EXPERIENCE

Lead Technical Product Manager // [Hive](#) San Francisco, Nov 2018 - Aug 2020

- **Product:** founding product manager of [Mensio](#), an AI-powered linear TV analytics platform designed to bring digital-like marketing attribution to TV. Product used computer vision to identify all ad, logo, and celebrity exposures on TV, matched this data to set-top-box user data (20M+ households), and then matched against “outcomes” datasets such as credit-card transactions. Key features included an interactive content library UX and Tableau-like dashboard customization.
- **Leadership:** Played central role in securing partnership w/ Bain & Co. (and \$XM investment). Scaled product & engineering team from 4 to 14. Regular speaker at company all hands. Worked with sales & business development to grow product ARR to X million.
- **Management/Process:** Built 18-month product roadmap, shipped several major releases. Established agile dev process, 2 week sprints. Managed objectives for all sprints. Managed 3 person UI/UX team, oversaw all user research, hired and managed product analytics team (1 product analyst, 1 data scientist).
- **Technical:** Owned all statistical methodology and prototyped SQL queries for our analytics product. Prototyped early production data pipelines using Spark and Python. Owned all product analytics, AB testing methodology, and KPIs. Planned compute infrastructure build-outs w/ CTO.

Data Scientist // [Hive](#) San Francisco, Feb 2018 - Nov 2018

- **Client Engagement:** Led a TV content viewership-effect analysis for NBCU (client) using set-top-box level viewership data and AI generated content tags to conclude that certain types of “edgy” content have a statistically significant effect on viewer tune-out.
- **Technical:** Built Hive’s first text-detection and transcription computer-vision model via implementing current research papers in Python & Tensorflow.

Sr. Analyst // [Accenture](#) San Francisco, Oct 2016 - Feb 2018

- **Hardware Marketing (Google):** Technical lead on the Accenture team building smart-speaker device usage and marketing engagement analytics suite for the hardware marketing org. Analysis led to launch of device-usage-driven email newsletters for the Google Home product suite.
- **SMB Market Research (Google):** built a novel statistical framework in R for a major AdWords & Google My Business (Maps) user-research initiative. Used to measure results for 2017 org-wide OKR.