

ABOUT

Data Science and GTM leader with a decade-long track record of bridging rigorous statistical analysis with commercial execution. I built my foundation designing experiments as a neuroscience researcher at Princeton, and today I apply that same scientific rigor to help Google's largest customers grow. I leverage advanced causal inference to help C-level executives prove incremental value, scale AI technologies, and build highly predictable GTM engines.

GOOGLE EXPERIENCE

Principal Analytical Consultant II, Large Customer Sales

2019–Present

2025 – 2026: Principal, AI Value Consultant | Q2 2024: GTM Lead, VCs and Startups | 2022–2025: Principal Analytical Consultant | 2022–2023: Growth Advisor, CapitalG | 2019–2022: Senior Analytical Consultant

Experimentation & Measurement Frameworks

- **Causal Inference & Incrementality:** Led 10+ experiments with F500 companies *in the last 6 months*, using causal inference methodologies, synthetic controls, and incrementality experiments to prove business impact of new GTM growth strategies.
 - Clients I worked with at the VP+ level during this time period: [**Careers:** Indeed, LinkedIn, **Pharma:** Novartis, Pfizer, **Retail:** Revolve, L'Oreal, **Insurance:** Oscar Health, Liberty Mutual, Progressive, **Publishers:** People Inc, The Points Guy, **Lead Gen:**]
 - **Analytics Thought Leadership:** Trained LinkedIn's internal experimentation team on advanced causal inference testing methodologies, establishing Google-standard best practices across the industry.
 - **Agentic AI Incubation:** Co-led GTM strategy for an early access agentic pilot leveraging Gemini Enterprise to automate enterprise video ad creation workflows. Successfully showed AI video ads drive ROI-positive media performance compared to standard video creative in a first-of-its-kind A/B experiment, establishing an industry benchmark for Google's GenAI community.
- **Google-wide Meta-Experiment:** Designed and executed meta-experiment with 20 enterprise advertisers; engineered a new measurement framework to deploy Connected TV media against performance business KPIs. Causally validated incremental value by showing >60% of advertisers drove statistically significant lift in user-based incrementality studies.

GTM Strategy Development & Evaluation

- **Scaled Analytics and Revenue Generation:** Founded and deployed a Category Expansion Center of Excellence across 200+ enterprise advertisers by operationalizing a data-driven GTM engine that provides teams with targeted business expansion opportunities. Drove +\$335M in new category revenue for Google in 2025 by creating scaled dashboards for reporting impact and surfacing new leads for sales teams.
- **Startup New Logo Acquisition:** Developed a scaled GTM approach to engage VC portfolio companies during a Global Rotation in Brazil. Delivered 14 data and measurement growth workshops to startup founders that generated \$5.9M in Ads growth opportunities in 6 weeks. Influenced VC portfolio companies at scale, presenting to 20+ startup C-levels during one-to-many workshops on data and measurement growth tactics.
- **ROI Modeling for AI:** Built comprehensive 3-year ROI and Total Cost of Ownership (TCO) models for enterprise Vertex AI deployments, securing C-level buy-in by showing up to 2.5x returns for a major sports league.

0->1 & Scaled Analytics Development

- **Predictive Modeling:** Served as subject-matter expert to executives and data engineers for 5+ predictive LTV model deployments, where we optimized acquisition traffic by shifting towards higher-value user cohorts [Vimeo, Turo, Contasimples, Alura, Care.com]. Most recently helped Care.com drive more monetized traffic at a fraction of the cost, winning a Google-wide analytics showcase and having the Marketing VP share feedback: “(Greg) you changed everything for us.”
- **AI Tooling for Sales Teams:** Partnered with PMs/engineers to architect and scale AI-powered commercial analytics tools (CatalogAI, MarketPulse), leveraging LLMs to automate search taxonomy categorization and reduce manual analysis time from 6-8 hours to 3-5 clicks.
- **AI Innovation with Client Partners:** Co-led an AI Innovation Lab for portfolio companies at a private equity firm, designing custom solutions for Ad Performance Prediction and AI Trend Spotting, translating model-driven signals into actionable strategies that were estimated to generate up to \$53M in client value.

PRIOR EXPERIENCE

- 2018 - 2019 Product Manager, Growth Engineering, Jet.com
- 2017 - 2018 Data Analyst, Marketing, Jet.com
- 2015 - 2017 Research Specialist, Neuroscience, Princeton University

EDUCATION

University of Pennsylvania – Philadelphia, PA Private Equity Certification	2026
New York University – New York, NY Master’s Coursework in Computer Science	2018-2020
Princeton University – Princeton, NJ Bachelor’s in Neuroscience and Molecular Biology	2011-2015