

Lauren Talbot

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SELECTED PROFESSIONAL EXPERIENCE

President at Pull App Corp., Florida, US

September 1, 2023 – Present

- Technology leadership, software development, and problem-solving for early-stage startup clients.

VP of Data Science & Machine Learning at [BARK](#) (NYSE: BARK), Florida, US

November 9, 2021 – November 1, 2022

- Led teamwork, business analysis, and communication across Tech to implement data-driven personalization.
- Spearheaded rollout of BARK's first experiment protocol and tooling (SQL & Python) across all 3 experiment platforms, training and mentoring partners in Product and Marketing to run and evangelize properly controlled experimentation company-wide.
- Defined and rolled out end-to-end data science & machine learning processes and owned the ML software development roadmap.
- Led data analysis company-wide and oversaw the first set of Marketing channel tests to measure lift in top-of-funnel channels.

VP of Data & Analytics at [BARK](#) (NYSE: BARK), US

April 24, 2020 – November 8, 2021

- Drove cross-functional adoption of data-centric business analysis, increasing usage of data analysis and experimentation.
- More than doubled the team to 16, mentored leaders, and recruited Directors of Business Intelligence and Data Engineering.
- Led software development, maintenance, and communication of core datasets and reporting through the IPO using SQL & Python.

Director of Data & Analytics at [BARK](#) (NYSE: BARK), New York, NY

September 4, 2018 – April 23, 2020

- Established data & analytics hiring and leveling process and recruited a cross-functional team of data engineers, data analysts, and data scientists, going from one to seven in less than a year.
- Led SQL and Python software development in Airflow for efficient data reporting, ingestion, retrieval, and analysis.
- Analyzed business and communicated cross-functionally to standardize reporting and make it understandable and automated.

Senior Data Scientist at [Bloomberg LP](#), New York, NY

May 2, 2016 – September 2, 2018

- Developed software for machine learning applications, automated reporting, and large scale data pipelines using Python & SQL.
- Scaled and enhanced person and company entity resolution algorithms used across multiple teams and projects.
- Led data and business analysis and communicated cross-functionally to aid executive decision-making across departments.

Co-founder at AdvisorConnect, Inc, Brooklyn, NY

January 12, 2015 – April 29, 2016

- Founding software engineer; developed MVP for a Fortune 100 financial institution, including single sign-on web application, back-end, data collection, and identity graph to secure and deliver on the company's first paid contract.

Co-founder at Pull App Corp. ([ERA7](#)), New York, NY

June 2, 2014 – January 9, 2015

- Developed a native Android application and communicated vision to investors and media; Forbes 30 Under 30 in Consumer Tech.

Data Scientist, Strategic Innovations Group at [Booz Allen Hamilton](#), New York, NY

October 14, 2013 – May 30, 2014

- Developed entity resolution machine learning software for business names using natural language processing on a part-time basis.

Chief Programmer at [Mayor's Office of Data Analytics](#), New York, NY

November 14, 2011 – October 15, 2013

- Led data and business analysis projects (SQL & SAS) on the city's first central data team (formerly known as the Financial Crimes Task Force), resulting in the creation of [MODA](#), which elevated the task force into a permanent office.
- Connected data across disparate emergency response systems, making NYC the first major US city to report end-to-end 911 response times; communicated results to Police and Fire Commissioners at Gracie Mansion and to the public at DataGotham 2013.
- Developed software to geocode 95% of text addresses to city identifiers from varied formats, enabling automated synthesis of daily ground intelligence across agencies responding to Hurricane Sandy, leading to a feature in Wired Magazine.

Quantitative Programmer and Research Analyst at [Acumen, LLC](#), Burlingame, CA

July 13, 2009 – October 11, 2011

Developed software, performed data analysis in SQL and SAS, and co-authored papers with a [Stanford professor](#) for [Medicare](#).

SELECTED EDUCATION

Master of Engineering in Computer Science at [Cornell University](#)

August 28, 2013 – May 25, 2014

Bachelor of Arts in Economics at [Stanford University](#)

September 1, 2005 – June 14, 2009

SELECTED SKILLS

Python, Data Engineering, Predictive Modeling, AI, Time Series Analysis, Data Collection, Statistics, Data Visualization, Key Metrics