

# Adam R. Rohde

OAKLAND, CALIFORNIA

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## Profile

**Data Scientist | PhD in Statistics | Causal Inference | 8+ Years of Experience**

Results-driven data science leader with a proven track record of driving cross-functional decision-making through rigorous experimentation, causal inference, and advanced modeling. Recently promoted to Decision Science Manager, recognized for successfully managing multiple priorities, establishing organization-wide A/B testing standards, developing scalable tools, and advising teams on complex causal analyses to deliver impactful business outcomes.

## Skills

**Data Science** Experimentation; Strategic Analytical Research; Causal Inference; Statistics; Econometrics; Bayesian Modeling; ML

**Tech Stack** Python; SQL; Spark; R; Git; Jupyter Hub; Databricks; Statsig; ⚡

## Professional

### ZipRecruiter

Oakland & Santa Monica, CA

DECISION SCIENCE MANAGER (2025-); DECISION SCIENTIST TECHNICAL LEAD (2024-2025); SENIOR DECISION SCIENTIST (2023-2024)

2023 - Present

- Manage analytics team within recommendations cross functional team, diving strategic research, evaluating hypotheses, identifying opportunities, and supporting experimentation.
- Analyzed the impact of prioritizing job recommendations based on candidate qualifications, rather than solely engagement, in ZipRecruiter emails and home page. Using a Bayesian hierarchical logistic regression with random effects for each email and parameters for sort position and relevance, simulated counterfactual policies versus the current baseline. The model estimated that highlighting qualified roles could increase applications and unique applicants by over 5%, providing a strong case for incorporating qualification scoring into recommendation algorithms to improve outcomes for job seekers and employers alike. Currently planning initial learning test to validate.
- Evaluated potential to incorporate previously unused activity types as input in core recommendations learning algorithm. Identified large sources of novel activities (e.g., views of SEO pages) with potential to drive up to double digit growth in applications. Testing to come.
- Developed heuristics for generating smaller more targeted job recommendation emails focused on specific "contexts" like location, industry, pay, and title from existing recommendations results sets. Testing currently underway.
- Member of Experimentation Guild: provide technical guidance on how to estimate causal effects in non-standard settings (non-compliance, network effects, small samples, etc); build tools to improve experimentation practice in standard settings (e.g., built out full Bayesian CUPED functionality for variance reduction, demonstrated that equal allocation to treatment and control in multi-variant tests is suboptimal and provided tool for optimal allocation, re-designed Bayesian A/B testing statistics engine based on empirical Bayes, which drove a 10,000x improvement in sampling speed); drive experimentation vision; evangelize best practices.
- Share statistical and causal inference expertise with numerous teams around org; consult on possible approaches to solving problems both narrow and broad; provide critical reviews of work in progress; thought partnership; evangelize best practices.

### Twitter

Los Angeles, CA

RESEARCHER

2022

- Investigated whether there is differential algorithmic amplification of elected officials from different political parties using a randomized holdout that only experienced chronological timeline. Found that both Republican and Democrat legislators enjoy positive algorithmic amplification. Algorithmic amplification tracks developments in political events, at times leading to much higher levels of amplification for one party or the other and at other times very similar levels. Bias or the perception of bias affects trust in and the bottom line for Twitter.

### Charles River Associates

Oakland, CA & Boston, MA

CONSULTING ASSOCIATE [SENIOR DATA SCIENTIST] (2015-2019); ASSOCIATE [DATA SCIENTIST] (2014-2015); ANALYST (2012-2014)

2012 - 2019

- Conducted empirical econometric analyses of market dynamics related to numerous mergers, acquisitions, and antitrust litigations using large datasets to understand competition, pricing, and client operations. Led teams of analysts and coordinated with clients, resulting in favorable settlements and successful acquisitions.

## Education

**UCLA** PhD, Statistics | 2019-2023 | Focus on Developing Causal Inference Methods and Theory

**Boston College** BA, Mathematics and Economics | 2009-2013 | Giffuni Prize for outstanding Honors Thesis in Economics; Honors in Economics

## Publications & Open Source

[1] Rohde, A. & Hazlett, C. (2024). Causal progress with imperfect placebo treatments and outcomes. (Link) | [2] PlaceboLM R package (GitHub: adam-rohde/PlaceboLM) | [3] Rohde, A. (2023). Selection into the Sample and into Treatment (PhD Dissertation). UCLA. (Link) | [4] Rohde, A. & Murphy, R. (2018). Rational Bias in Inflation Expectations, *Eastern Econ Journal*. (Link) | Others forthcoming.