

Henry George Wolf VII

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Data Scientist • Monetization Strategist | Staff-Track Leader

Business-minded data scientist with 10+ years aligning analytics, experimentation, and strategy to \$B-scale ads and subscription products. Built and managed cross-functional teams (ICs → managers) of data scientists, researchers, and vendors. Proven record securing C- and VP-level buy-in, shipping revenue-positive product and ML features, and mentoring future leaders.

CORE STRENGTHS

Experimental design • Causal inference • Monetization analytics • Product strategy • Vendor sourcing / management • Team leadership • Storytelling • Python / SQL / R • Deep learning • Generative AI

EXPERIENCE

Coursera, Senior Data Scientist (Monetization), 2024 - PRES

- Drove \$7M+ in annualized revenue by designing and analyzing three flagship monetization A/B tests and translating the results into roadmap bets; partnered with Product and Engineering to resolve data issues and present findings to VP and C-level executives
- Elevated experimentation rigor company-wide: discovered flaws in the legacy power-calculator, built a new statistical framework, and evangelized best-practice guidelines, which cut time-to-significance estimates and boosted trust in test results
- Authored the “Experiment Results Tracker” - a single source of truth adopted by Product, Engineering, and Execs; improved stakeholder visibility and shortened onboarding for new PMs
- Strengthened data quality pipelines: led validation of Stripe attempted-transaction data, audited DS-owned tables after key departures, and delivered an updated framework for the consumer root-cause dashboard used by Finance and Growth leadership

Meta, Senior Data Scientist (App Ads), 2023-2024

- Led several concurrent robust experimentation frameworks, such as alpha tests and A/B testing, directly contributing to projected \$1B+ per year in incremental revenue
- Conducted specialized ad hoc data analyses using SQL, playing a pivotal role in sizing and capitalizing on incremental revenue opportunities
- Pioneered the evaluation of advanced analytical methods, including bipartite analysis, network experiments, and causal inference, to refine data insight accuracy
- Collaborated with diverse product teams and cross-functional partners, effectively managing multiple concurrent projects and aligning them towards data-driven results

ichi.ai (stealth AI startup), Cofounder • Chief Product Officer, 2023-2024

- Defined product vision focused on generative AI model proactivity and conversationality; aligned with cofounders on MVP scope and technical implementation roadmap
- Pitched to 10+ VCs during ICML 2023; ultimately dissolved due to lack of seed funding prior to similar capabilities being released by major players (e.g., OpenAI)

JET Alumni Association of Hawaii, President • Treasurer (Volunteer), 2023-2025

- Elected to lead 6-member board & 500+ alumni; grew membership by 6%
- Secured \$10K+ in grant funding; initiated changes to bylaws for 501(c3) registration

Facebook (Meta), Research Scientist → Senior Product Strategy Lead, 2019-2023

Senior Product Strategy Lead (Monetization)

- Secured funding and developed playbook for international ads monetization by leading DS and Research teams to identify opportunities for +16% (\$20B+) annual incremental revenue; framed and presented the opportunity to the VP of Monetization and inner circle
- Elevated leadership understanding of ads revenue drivers and revenue health by leading the development and data query and visualization for the quarterly business review (QBR)
- Orchestrated 22H1 offsite; facilitated ideation which generated 40+ ideas for the product roadmap; impacted the strategic direction of key ads pillars via internal consulting
- Conducted 20+ interviews; mentored new hires; organized and led a series of fireside chats with VP and C-level leadership, growing membership in key analytics employee resource group

Research Scientist → Senior Research Scientist

- Redefined expectations as a Research Scientist by scoping research from the team level to the pillar and org level, and seeking out additional stakeholders for broad impact
- Set data use guardrails for ads personalization teams and shaped the findings to be applicable to all personalization teams, directly impacting pillar-level research
- Influenced both the product vision and research roadmaps for the redesign of the in-app browser by delivering mixed-methods research insights that continue to be referenced
- Negotiated and managed \$1M+ in annual research vendor contracts (qualitative research panels, quantitative data providers), ensuring rigor in results while minimizing costs
- Shaped the mandate for a new sub-pillar by building new XFN relationships and showing strategic relationship between consumer consideration and post-conversion assessment

Advertising Research Foundation, Senior Data Scientist → Data Science Manager, 2018-2019

- Founding member of the data science team; hired and led a team of three data scientists
- Published peer-reviewed TV ads effectiveness study (Journal of Advertising Research)
- Drove industry council workshops; positioned ARF as thought leader on ML in advertising

Early Career

- Synergy Global Forum, Data Science Intern, 2017
- UCONN and Haskins Labs, Doctoral Researcher • Statistics Consultant
- English Teacher • Media Founder – Japan & South Korea (2006-2014); managed classes of 40+ students; led a remote team of 10+ to produce Sunrise News magazine and podcast

PUBLICATIONS AND SPEAKING (SELECTED)

- Six-Second Advertisements on Television: Best Practices for Capturing Visual Attention [\[link\]](#)
- Presented results of applied machine learning and artificial intelligence models of dyslexic reading at the NeurIPS 2017 workshop and at SSSR 2017
- Trained dozens of attendees in using NVIDIA AI tools (e.g., DIGITS, CUDA) at Nvidia GTC

EDUCATION

PhD (ABD), Language and Cognition, University of Connecticut, Aug 2014 - Aug 2021

- Deep Learning Summer School @ Université de Montréal (MILA)
- Data Science Summer School @ École Polytechnique
- Critical Language Scholars Program (Mandarin Chinese) @ Soochow University
- NSF and NIH Fellow; NVIDIA DLI Ambassador and Google Developer Expert (GDE)

MA, Education (TESOL), Columbia University, Jan 2009 - Nov 2011

BS, International Business and Marketing, University of Dayton, Aug 2002 - May 2006

TECH STACK

Python, SQL (Presto, Hive, Postgre, MySQL), R, PySpark, Airflow, Databricks, Docker, PyTorch, TensorFlow (CV), Hugging Face (Llama, LangChain), GCP, AWS, Git, Unix, Looker, Amplitude