

# Kineret Stanley

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From data infrastructure design to product strategy, my experience is centered on data driven decisions and strategic business recommendations. Working at small companies taught me the value of “figuring it out” and building my own tools, while working at Google and Apple exposed me to new and evolving techniques and software used for identifying and reporting insights to executives.

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## Apple Pay, Apple Card Data Scientist (analyst) June 2019 - present

Designed and launched Apple Card as a new product with supporting metrics and reporting.

- **Design analytical methodologies and concepts for new reporting.** Launching a new product at Apple required identifying key business drivers and the metrics required to operate Apple Card.
- **Work with internal and external partners to create reporting aligned with privacy goals and standards.** Working across teams to define, review, and approve a set of reports with audiences ranging from executives to operations teams.
- **Identify trends and share insights into drivers of customer experiences.** Lead analyses that answer questions about customer behavior and highlight differences between Apple Card and other credit cards.

## Google Pay Product (data) Analyst June 2017 - June 2019

Led product analytics for Google Pay; including in-store, API, P2P and autofill.

- **Drove infrastructure design to enable business reporting.** Using logs, F1 relational databases, and processed data tables produced tools used by analysts on cross-functional teams. Many of these products have independent data infrastructures built to scale and support a global Android user-base.
- **Used proprietary data visualization tool (similar to Tableau), synthesized and highlighted insights for 200+ members of the global team.** Build a set of standard reporting metrics and present weekly at All Hands. Identify product gaps and provide deep dives to identify opportunities.
- **Used SQL developed the interim tables and scripts necessary for business insights.** Over 75 scripts checked into Google’s code repository; review by Product and Engineering partners.
- **Defined key metrics and the data infrastructure required to operationalize them.** Identify the most important metrics to drive business decisions and partner with engineers to develop and build the infrastructure necessary to support reporting across cross-functional teams.
- **Provided insights and recommending business strategies to executives.** Recommend strategies for external partnerships and campaigns, with multi-million dollar budgets, that support long-term growth and vision. Analyze growth campaigns, and ensure that self-service tools are available for partners to measure ROI. Provide mentorship and training for junior analysts.
- **Ensured compliance with data privacy and usage laws.** Led an internal effort to identify the impact of implementing privacy controls for GDPR, and developed strategies to maintain reporting (e.g., k-anon scripts).

## Google Compensation Sept 2013 - June 2017

Supporting hiring, retention, promotion, and development of Google's talent.

### Business Partner July 2015 - June 2017

- Primary point of contact for compensation-related practices for YouTube, Ads Tech, Hardware, and other small G&A orgs (10k+ Googlers). Managing executive inquiries, requests, and developing strategies / plans for top-talent.
- Using People Analytics data, studied the predictors of total comp satisfaction. Performed exploratory and confirmatory factor analyses, reliability test, and multiple regressions (using R). Developed a custom survey (4k participants) to test perceptions of compensation fairness.

### Offers analyst Sept 2013 - June 2015

- Strategically negotiated compensation for new hires based on company philosophy and strategy. Performed detailed and individualized compensation analysis for offers and advised two leadership recruiting teams on negotiations. Reviewed 50+ Director and VP offers. Provided guidance for a team of ~9 junior analysts reviewing offers for managers and below.
- Managed Global Comp program, including approval from C-level executives and the BoD.

### Consultant, The Croner Company 2011 - 2013

- Prepared analysis and presentations for Compensation Committees of public companies; including benchmarking executive compensation, Say on Pay analysis, realizable pay industry practices, perquisite policies, contract negotiations, proxy advisor responses, peer group recommendations and CD&A review.
- Researched capital market and industry trends affecting compensation trends.
- Led client engagements which included reviewing current pay practices against market norms and recommended new pay plans to align clients' compensation practices with those of key competitors.

### Inventory Planning Analyst, Gap 2010 - 2011

- Managed and planned inventory for three departments with multi-million dollar budgets.
- Built tools to forecast sales based on factors including marketing, price, and seasonality.

### Investment Banking Analyst, Libra Securities / Bentley Associates 2007-2009

- Performed company valuations using comparable companies, precedent transaction multiples, leveraged buyout, and discounted cash flow analyses.
- Prepared offer memorandums, management presentations, and pitch books.
- Identified potential acquirers and targets for clients.
- Organized and delivered due diligence information and participated in contract negotiations.

### Management Analyst, BearingPoint 2006 - 2007

- Analyzed and changed human resource processes for consolidation and integration of business units.
- Managed multiple teams, timelines, and deliverables for an Oracle HCM.

## Education

New York University Stern School of Business, B.S., Finance 2002 - 2005