

# PAOLO PARIGI

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## OBJECTIVE

Senior manager passionate about learning, looking to further his career.

## SKILLS

- Thought leader with a record of connecting research insights to product decisions and strategy.
- Expert in developing methods for connecting behavioral metrics to users' sentiments.
- Strong advocate for research with a positive track record of supporting junior researchers.

## EXPERIENCE

### Senior Research Manager & Staff Researcher

Meta | Menlo Park, CA

June 2020 - Present

- Since June 2023: Staff Researcher in Generative AI and member of the leadership team in Ads shaping product decisions for multiple MVP launches focusing on user experience.
- Senior manager in privacy and member of the leadership team; scale the team from 5 to 12 UX researchers.
- Launch new data consent experiences that grew revenue by (a) better handling of opt-outs (\$200M increase) and (b) deeper understanding of users consent decisions (4 folds increase).
- Develop an approach for using crowd sourcing that doubled the research outputs and reduced research expenses by 3/4.

### Lead Trust Scientist

Airbnb | San Francisco, CA

November 2017 – May 2020

- Founder of a behavioral science team that use log data and quasi experimental methodology for estimating what information / signal to show on profiles of hosts and guests.
- Created a model for measuring trust (work later published, see full publication record [here](#)).
- Companywide expert on trust, working towards attracting research talent to the company.

### Senior Data Scientist

Uber | San Francisco, CA

May 2016 – October 2017

- Founding member of research team in Trust & Safety.
- Conducted first worldwide survey of drivers used for understanding churn and estimating safety and risks in markets worldwide.

### Assistant Professor of Sociology

Stanford University | Stanford, CA

August 2008 – January 2017

- Taught undergraduate and graduate level classes on research design, social network analysis and organizational theory; Serve as advisor or committee member for 20 doctoral dissertations.
- Winner of the NSF award for "*Trusting Strangers in the Sharing Economy*" and of the NEC Information Technology Company grant for "*Incorporating Human Behavior and Social Theory in Engineering Simulation*."

## EDUCATION

### PhD in Sociology

Columbia University | New York, NY

July 2008

Turned dissertation into a book: "*Rationalization of Miracles*", Cambridge University Press.