

Hari Menon

Seattle - WA

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Professional Summary:

Data science & analytics leader with 12+ years of experience in analytics, experimentation, machine learning, and data strategy across various domains with a passion for building intelligent products that drive measurable value.

Professional Experience:

Sr. Manager Data Science & Analytics(Booking Experience), Expedia Group, Seattle, WA **Apr 2025 – Present**

Leading a 10-member data science team under Booking Experiences including Checkout funnel optimization, Failed Customer Interaction and Fraud & Risk mitigation. Responsibilities include:

- **Checkout Funnel Strategy:** Own the analytics roadmap for the customer checkout funnel(400M+ monthly visits), leading optimization efforts that improve Purchase Success Rate across brands and product lines.
- **Risk Management at Scale:** Head of Expedia's fraud decisioning engine mitigating \$2B+ exposure on Payment fraud, Account takeover, Supplier risk and Conversation risk via real-time ML models and rule-based systems.
- **Decision Intelligence capabilities:** Execute on a strategic roadmap of scaling intelligence gathering and decision making through Agentic AI capabilities, Anomaly detection systems to automate 50% of descriptive and diagnostic efforts.

Sr. Manager Data Science & Analytics(Core Platform), Expedia Group, Seattle, WA **Feb 2023 – March 2025**

Led a 10-member data science team, driving analytics, machine learning and experimentation initiatives across Fraud & Risk, Platform Reliability and Developer experience. Responsibilities included:

- **Platform Reliability & Developer Experience:** Led data science and analytics projects for enhancing platform availability and uptime, attribution models and copilot adoption for developers.
- **B2B Go-to-Market Analytics:** Led Go-to-Market(GTM) analytics for Expedia's white label offerings and PaaS solutions along with opportunity sizing, sales funnel analytics & post launch measurement.
- **Risk Management at Scale:** Head of Expedia's fraud decisioning engine mitigating \$2B+ risk exposure on Payment fraud, Account takeover, Supplier risk via real-time ML models and rule-based systems.
- **Experimentation Leadership:** Institutionalizing scalable A/B testing and quasi-experimentation frameworks. Published causal inference studies on various risk exposures that influenced resourcing investment decisions.

Manager/Sr.Manager Data Science & Analytics(Risk & Trust), Expedia Group, Seattle, WA **Mar 2020 – Feb 2023**

Led a 4-member data science team supporting the Enterprise Risk & Fraud charter for Expedia across all brands and lines of business. Responsibilities included:

- **Risk Management at Scale:** Head of Expedia's fraud decisioning engine mitigating \$2B+ risk exposure on Payment fraud, Account takeover, Supplier risk via real-time ML models and rule-based systems
- **Post Purchase Customer Retention:** Led cross team program to reduce customer churn due to post purchase experiences by ~25% through proactive prediction of inventory overbooking, closures etc.
- **Executive-Level Influence:** Define and manage OKRs and core business metrics; regularly present analytical insights and strategic recommendations to CPO and CTO leadership teams.

Sr.Product Data Scientist (Lead Risk Engineer), Expedia Group, Bellevue, WA **Feb 2019 – Mar 2020**

Led of the Risk Architecture(Product Analytics) team, functional owner of Expedia's risk strategy for financial fraud prevention, supplier risk mitigation, account takeover prevention and abuse mitigation.

- Established the real time decision engine for supplier onboarding risk and account takeover prevention detection capabilities for more than 100k hotel/vacation rental suppliers.
- Launched multi arm bandit based dynamic decisioning system in partnership with Machine learning engineering(MLE) for automated risk strategy updates reducing time to detect for threats by ~25%.

Product Data Scientist (Risk Engineer), Expedia Group, Bellevue, WA **Jan 2016 – Feb 2019**

As a member of the Risk Architecture(Product Analytics) team, functional owner of Expedia's risk strategy for financial fraud prevention and abuse mitigation across all brands and marketplaces.

- Owned Expedia's risk stack that vets through \$50-60 billion of gross bookings annually through predictive modelling techniques and a rule based engine supplemented by a wide range of KPIs/metrics.
- Led ML model (XGBoost) optimization opportunities, reducing ~50% fraud cost in certain product lines.

Data Analyst/Senior Data Analyst, Orbitz Worldwide, Chicago, IL**Jul 2013 – Jan 2016**

Responsible for fraud mitigation strategy and policy, envisioning and launching new business initiatives to identify illicit customer behaviour across all global brands under the Orbitz Worldwide umbrella.

- Tasked with maintaining and enhancing the fraud detection engine responsible for scanning through gross bookings greater than \$15 billion annually.
- Lead the envisioning, optimization and implementation of a machine learning model to detect un-profitable transactions reducing bottom line losses by ~ 15% - 25%.

Technical Expertise:

Data Extraction & Manipulation	Hive, SQL Server, Postgresql, Spark
Data Visualization Tools	Tableau, Matplotlib, Plotly, Dash
Programming Languages	Python, R
Applied Statistics	Supervised/Unsupervised ML, Causal Inference, Forecasting

Education:**University of Illinois at Chicago, Chicago, IL****August 2011 - May 2013**

Master of Science in Management Information Systems

University of Mumbai, Mumbai, India**July 2006 - August 2010**

Bachelor of Engineering in Information Technology