

# Bennett Hillenbrand

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## EXECUTIVE SUMMARY

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Experienced Product, Data Science, People, and Policy Manager with a demonstrated ability to lead data and AI/ML solutions for political, commercial, and research use cases. Expert in developing and driving 0-1 programs and products that support policy objectives. Significant experience building teams and transitioning them into mature, process-driven organizations. Focused on leveraging this expertise to advance philanthropic and research initiatives, particularly in the area of technology governance and digital equity.

## WORK EXPERIENCE

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**Product: 8 years — Data Science: 8 years — Policy: 3 years**

**Georgetown University, McCourt School of Public Policy — Washington, DC — 2020–Present**

*Adjunct Professor, Data Science and Public Policy Program*

- Designed first hybrid product management, policy, and data science course nationally, teaching graduate students to build initiatives in complex environments using product management skills. (Syllabus: [https://docs.google.com/document/d/18T7Xr99dbRztf\\_29CbuiK2QbiVHqSZtPi-euNY0Cch0/edit?usp=drive\\_web](https://docs.google.com/document/d/18T7Xr99dbRztf_29CbuiK2QbiVHqSZtPi-euNY0Cch0/edit?usp=drive_web))

**Yobi.ai — Washington, DC — 2023–2024**

*Chief Product Officer*

### **Team Management:**

- Owner of overall company organization, hiring strategy, and operations.
- Product, policy, and strategy lead for a privacy-centric 30-person data and AI startup focused on democratizing the AI revolution.
- Product lead for a 60-person Microsoft ISD project and engineering team.

### **Responsibilities:**

- Led company product strategy and design.
- Built and managed four separate roadmaps for Yobi core products and services.
- Designed and owned integrations with multiple Agencies, DSPs, and CDPs for product fulfillment.

### **Accomplishments:**

- Built integrations and compliance systems for ethical, consented data acquisition strategies powering privacy-safe 3rd party data set enrichment (referencing Yobi Embeddings Whitepaper).
- Closed an 8-figure Series-B funding round, managing resources and engaging with investors.
- Took company from \$0 revenue to \$X million per quarter.

**Meta — Washington, DC — 2019–2023**

*Policy Manager (2021–2023)*

### **Team Management:**

- Policy product advisor for multiple growth and monetization teams, creating policies and frameworks to balance product strategy, compliance requirements, and business risk.
- Provided guidance to product and engineering teams on Digital Markets Act data use and isolation requirements.

**Responsibilities:**

- Owner of policy strategy, prioritization, and product counseling for research data sharing, influencing data sharing and transparency standards.
- Internal and external stakeholder management and alignment in the regulatory environment of data sharing and transparency.
- Led interpretation and advised on compliance strategy for DSA article 40.
- Responsible for policy positions governing data use across the Meta Family of Apps.

**Accomplishments:**

- Developed internal frameworks to guide product teams in making privacy, security, utility, and impact tradeoffs in data-sharing spaces.
- Drove product ideation and stakeholder alignment to launch Meta's targeting transparency components of its Ad Library (see: Meta Ad Transparency).
- Led privacy policy for designing and releasing the social mobility dataset, contributing to research on digital equity (published in Nature 2022).
- Prepared policy executive briefings, which became example templates for the policy department.
- Authored position papers informing the European Digital Media Observatory report on A Code of Conduct for Researcher Access to Platform Data (see: EDMO Report).

*Data and Tooling Product Lead, Facebook Open Research and Transparency (2020–2021)*

**Team Management:** Product lead for 2 PMs, 1 TPM, and a 12-person engineering team.

**Responsibilities:** Set strategy and roadmaps for data-sharing efforts with hundreds of external academics.

**Accomplishments:**

- Co-designed and delivered multiple privacy-safe datasets and API endpoints used by academics (see: Election Ad Data Sets and Page Analytics API).
- Co-designed and delivered 0-1 privacy technology implementations adopted across Meta.
- Key team member in executing one of the largest social science experiments, ensuring privacy and security compliance (see: US Election Research).

*Strategic Initiatives Manager, CEO/COO Special Projects (2019–2020)*

**Responsibilities:** Product Manager for the Election Research Commission on data delivery and tooling development (see: Elections Initiative).

**Accomplishments:**

- Product managed experimental interventions and architected the study recruitment and privacy architecture for the US 2020 project (published in Science).
- Led engineering team delivering the first-of-its-kind "Facebook remote access research tool" (see: Research Privacy).
- Led the data team releasing the first differentially private Facebook dataset (see: Privacy-Protected Data).

**Catalist LLC — Washington, DC — 2011–2019**

*Director of Analytics Products (2016–2019)*

*Director of Analytics (2014–2016)*

*Deputy Director of Analytics (2013–2014)*

- Business and data science lead for the company with the highest quality National Voter file in the US.

- Continuously assessed common needs across several hundred clients to initiate development of scalable infrastructure and service products. Includes evaluation of financial size of existing business opportunity, growth potential to other clients, and resourcing cost to Catalist of developing and maintaining the product.
- Guided design of or personally built dozens of client-deliverable predictive statistical models in R, including a re-engineering of the full predictive modeling “waterfall” to enhance company flexibility in contract negotiations with data vendors.
- Designed and built an ETL to synthetic data product delivery system in Python, which leverages continuously updating data inputs from approximately 10 external vendors, dozens of public sources, and over a thousand clients.
- Managed and led a team of 8 full-time data scientists, analysts, and engineers who produced innovative research and products to derive maximum benefit from Catalist’s data assets.
- Managed enterprise-level projects across all six departments at the company, involving up to 25 developers, engineers, data scientists, client services, marketing, and other management staff.

### **Organizing for America — Cincinnati, Ohio — 2011**

#### *Field Organizer*

- Built and ran a team of volunteers in helping to defeat SB 5 / Issue 2.

### **Lockheed Martin Corporation — Syracuse, New York — 2007–2010**

#### *Systems and I&T Engineer*

- Developed and tested detection and tracking algorithms while working in a team to build and maintain a full system performance simulation.
- Analyzed billions of points of digitized detection information from the Radar front end during live-fire exercises to tune clutter mapping, detection algorithms, and tracking algorithms.

## **EDUCATION**

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**Graduate Level Coursework in Systems Engineering** — Cornell University, Ithaca, NY — 2008–2009

**BS in Electrical Engineering - Magna Cum Laude** — Tufts University, Medford, MA — 2004–2008

## **PROFESSIONAL DEVELOPMENT**

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**Corporate Advisory Board** (2013–current); Masters in Business Analytics, George Washington University

**Advisory Council** (2020–2021); Harmony Labs, Media Narrative Project

**Member** (2019–2020); Product in Government Group

**Advisory Board Member** (2023–current); CIRCLE at Tufts

## **PERSONAL INTERESTS**

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Songwriting, skiing, competitive board gaming, rock climbing, international travel, parenting