

Samuel Martin

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PROFESSIONAL SUMMARY

Product data scientist with 8+ years designing causal experiments, owning product metric frameworks, and building the evaluation systems that measure AI-powered feature quality at scale. Combines rigorous causal inference methodology with hands-on data engineering to architect the attribution pipelines and telemetry systems that turn product and AI feature launches into measurable outcomes. Distills product and model-output signal into causal evidence, sizing feature investment, validating AI/LLM quality improvements, and steering roadmap prioritization across product and engineering.

SKILLS

Experimentation & Causal Inference: A/B Testing & Experimentation Design, RCT Design, Difference-in-Differences, Hierarchical Linear Modeling / Mixed Effects, Intent-to-Treat Analysis

AI/ML Evaluation & Data Platforms: SQL (BigQuery, PostgreSQL, MySQL), Python (Pandas, SciPy, Statsmodels, Scikit-learn), R, dbt, GCP (BigQuery, Vertex AI), Model Context Protocol (MCP), LLM Integration (Claude, Gemini)

Product Analytics & Metrics: KPI Definition & Metric Frameworks, Product Analytics & Growth, Conversion Funnel Optimization, Unit Economics (LTV, CAC, ROI), Marketplace & Multi-Stakeholder Analytics

PROFESSIONAL EXPERIENCE

Apree Health (formerly Castlight/Vera)

San Francisco, CA

Lead, Product Analytics & Experimentation / Lead Analyst

May 2024 – Present

- Designed and executed the organization's first outbound engagement RCT, proving a 3.45x lift in user conversion at a \$99 cost per acquisition against \$549 first-year value, then presented a sensitivity-tested \$1.1M scaling roadmap that secured executive buy-in for portfolio expansion.
- Defined the measurement strategy for the AI Chat feature set, pairing a 30-day A/B test for leading engagement indicators with a 9-month Difference-in-Differences study for long-term outcome validation to deliver roadmap-pace evidence without sacrificing causal rigor.
- Designed and deployed a secure Model Context Protocol (MCP) server that bridged local filesystems with Claude and Gemini agents inside a locked-down Citrix environment, accelerating analytics workflow velocity without loosening governance.
- Restructured the enterprise reporting architecture for a 750+ client portfolio, separating business logic from the analytical layer and replacing calendar-year reporting with tenure-based cohorting that captured how sustained user engagement compounds into long-term outcomes.
- Established the organization's experimentation program, codifying the power-analysis, randomization, and Intent-to-Treat standards that made feature and engagement interventions systematically measurable across the 5.5M-user platform.

Senior Product Analyst

Apr 2022 – May 2024

- Isolated the causal impact of incentive strategies on user behavior using Hierarchical Linear Modeling (Mixed Effects), controlling for client-level variance to establish a best-practices framework that maximized engagement while optimizing spend.
- Architected the migration of the legacy analytics codebase (~100 PostgreSQL procedures) to a cloud-native BigQuery architecture, improving scalability and query performance for product analytics workflows.
- Built and maintained Tableau dashboards on product utilization, A/B test performance, user-experience flows, and efficiency metrics, owning the ETL workflows that fed them.

Extole Inc.*San Francisco, CA*

Head of Analytics

Jun 2021 – Feb 2022

- Defined the data platform roadmap, aligning Engineering effort with Product and Marketing objectives to support high-velocity A/B testing on the e-commerce referral platform.
- Launched the self-serve dashboards and reporting tools that cut analyst-bottlenecked reporting cycles and accelerated cross-functional decision velocity across Product, Marketing, and Customer Success.

Playa Lakes Joint Venture*Lafayette, CO*

Associate Analyst / Associate Biologist / Associate GIS Analyst

Jan 2017 – Oct 2017

- Applied Random Forest modeling and geospatial analysis in R to evaluate environmental trends and inform data-driven conservation strategies.

EDUCATION

M.S. Environmental Biology, Regis University, Denver, CO

2017

Thesis: statistical modeling (Random Forest) and R programming

B.S. Biology, Loyola Marymount University, Los Angeles, CA

2014