

## Principal Data Scientist

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### About Us

**Applecart** is the leading technology company creating a new category of “Decision Maker Marketing”. The most important decisions are made by the hardest people to reach and influence. Historically, C-suite leaders have lacked the tools to reach the stakeholders that matter most to their business. The C-suites of hundreds of Fortune 500 companies, major agencies, trade associations, nonprofits, and governments use Applecart to put their best content in front of business-critical decision makers and those they trust — from policymakers and investors to CEOs, key employees, members of the media and more. Decision makers are informed by what they read, learn from advisors, hear from colleagues, and discuss with family and friends. To break through to them, you must reach them through the only channel that really moves them: those they know and trust. Applecart’s platform uses publicly available or fully permissioned data to map billions of social relationships between nearly every American adult and enable clients to deliver content directly to decision makers and those that matter most to them.

We are hiring a **Principal Data Scientist in our NYC office.**

### About the Role:

As a Principal Data Scientist on the Research and Insights team, you will collaborate with the VP of Data Science. Your primary focus will be on developing audience measurement metrics for programmatic advertising and social channels, contributing to Applecart's software platform for targeting, advertising, and evaluating the impact of campaigns.

Key responsibilities include building and modeling audience measurement metrics, implementing research for crossplatform audience measurement and predictive products using campaign logs and audience data to optimize audience construction.

### What You'll Do

- Develop and implement audience measurement metrics using machine learning algorithms, survey data, publicly available data, and experiments.
- Design, develop, and deploy advanced statistical models to enhance advertising campaign measurement, planning, and targeting accuracy.
- Lead the design and implementation of survey based approaches to build audience measurement metrics.
- Communicate analytical concepts and results clearly to stakeholders.

- Ensure data integrity and accuracy through rigorous model testing and validation.
- Collaborate with engineering teams to integrate models into production systems for scalability and reliability.

### Experiences and Capabilities You Bring:

- Degree in a quantitative discipline (e.g., mathematics, statistics, computer science). An advanced degree is preferred but not required.
- Deep understanding of machine learning, statistics, and data science.
- 7+ years of experience in data science and/or modeling.
- 7+ years in digital advertising.
- Proficiency in Python (or R) and SQL.
- Proven experience in building audience metrics in digital advertising.

### Nice to Have Skills

- Familiarity with survey research for audience measurement.
- Strong experience in Spark is preferred.
- Expertise in data wrangling and debugging machine learning systems.
- Team-oriented, pragmatic, and able to build rapport.
- Strong communication, writing, and critical thinking skills.
- Experience in mentoring in data science, analytics, and predictive modeling.
- Familiarity with big data technologies (e.g., Snowflake, Databricks) and cloud platforms (e.g., AWS, GCP) is a plus.

**This is a hybrid role. Work from home on Monday and Friday and in Applecart's New York City office Tuesday through Thursday.**

### Compensation:

Our compensation package consists of three components: (i) a base salary, (ii) annual cash bonus, and (iii) generous equity compensation.

The base salary range for this role is between \$175,000-225,000, based on the candidate's experience and skills relative to the requirements listed above. The salary range provided is exclusive of discretionary annual cash bonus and equity compensation. The salary range provided for this role is specific to candidates located in the New York City area.

### A few facts about us:

- Applecart’s platform has been used by hundreds of industry-leading clients spanning Fortune 500 companies like Blackstone and Intuit, leading nonprofit organizations like the Environmental Defense Fund, and top-tier advertising and communications agencies like Teneo, FGS, Weber Shandwick, and OMD.
- Applecart is growing quickly – over the last 3 years, we’ve increased our bookings by 8X, grown our headcount by 4X, and we’re cashflow positive.
- Our senior leadership team includes two members of the Forbes 30 under 30 list for Marketing and Advertising, the former Head of Product at Moat, Oracle’s online ad measurement platform, a former senior White House advisor, early sales and talent leaders from Google and Twitter, two of the Democratic Party’s most successful pollsters and strategists, a former CRO of a high-growth tech company with hundreds of millions in ARR, and alums of top-tier organizations like Bain, Amazon and Simpson Thacher.
- Our investors include Bain & Company, global sports, entertainment and marketing giant Endeavor, KKR Co-Founder Henry Kravis, entrepreneur Chris Burch, a founder of Palantir, senior engineering leaders at Twitter and Yelp, former Fortune 50 and advertising agency CEOs, and a number of well-known venture capitalists. Ari Emanuel, Executive Chairman of WME, and Jennifer Fonstad, Owl Capital Managing Partner, serve on our board.
- Our work has been featured on Morning Joe on MSNBC, BloombergTV and The Colbert Report, and in Axios, BusinessWeek, the Associated Press, Forbes, the Washington Post, and Politico, among many others.