

BRYDON PARKER

DATA SCIENTIST AND DATA LEADER

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SUMMARY

I find and capitalize on the highest-leverage opportunities to drive measurable business impact — through experimentation, causal inference, data deep dives, and ML/AI. As Stan's first data hire, I built the company's data & AI organization from scratch and helped scale the business from \$1M to \$40M ARR. Previously a Senior Data Scientist at Shopify (Growth) and Deloitte (ML).

EXPERIENCE

Stan — Head of Data

Jan 2025 – Present

Toronto, ON

- Design and run the experimentation, causal inference, and measurement programs used to evaluate product, growth, pricing, and AI investments across the business — 100+ experiments annually.
- Built the forecasting, opportunity-sizing, attribution, and incrementality frameworks that prioritized growth initiatives and informed the investment decisions behind scaling from \$1M to \$40M ARR.
- Built the recommendation systems and evaluation frameworks powering Stanley for Instagram, an AI-powered creator coaching platform (\$1.5M+ ARR) — shipping 3 statistically significant production improvements and surfacing 3 more high-confidence opportunities, contributing to 8/10 user-satisfaction scores for AI ideation and recommendations.
- Scaled the function from its first hire into a team of 8 across data science and data engineering, setting technical direction while staying hands-on with the highest-leverage modeling and measurement work.

Stan — Founding Data Scientist

Jul 2022 – Jan 2025

Toronto, ON

- First data hire at Stan; built the company's analytics, experimentation, and AI capabilities from the ground up while helping scale the business from \$1M to \$40M ARR.
- Built Stan's data & experimentation platform from scratch — data infrastructure, executive reporting, experimentation systems, forecasting, and company-wide measurement frameworks — enabling hundreds of experiments annually.
- Defined the company's core metrics and launched Stanley, Stan's first AI-powered creator coach — establishing the foundation for product decision-making and the company's broader AI strategy.

Shopify — Senior Data Scientist

Mar 2021 – Jul 2022

Toronto, ON

- Lead Data Scientist for the launch of Shopify's \$5 Starter Plan — driving financial modeling, opportunity sizing, experimentation, and success measurement for one of Shopify's most significant growth initiatives.
- Built self-serve analytics and decision-support systems used across Shopify's Growth org to inform product, investment, and go-to-market decisions.
- Mentored data scientists and product teams on experimentation, causal inference, opportunity sizing, and machine learning — raising analytical rigor across the org.

Deloitte — Senior Data Scientist

May 2018 – Mar 2021

Toronto, ON

- Data science lead on a retail demand-forecasting system (PyTorch on Azure Databricks) for 100k+ items and \$1B+ in annual sales, cutting inventory costs ~30% vs. baseline.
- Drove model enhancements that reduced forecast error by \$10M+ and improved performance 5% over baseline, while supervising a team of 5 data scientists.
- Built deep-learning + NLP risk-detection models (TensorFlow / PyTorch) achieving PR-AUC > 0.8 across most risk classes for major retail and financial-services clients.

EDUCATION

University of Toronto

2014 – 2019

B.Sc. — Specialist in Mathematical Applications in Economics & Finance, Major in Statistics

SKILLS

Programming: Python, SQL

Analytics & Statistics: Experimentation, Causal Inference, Forecasting, Attribution, Incrementality, Opportunity Sizing

Machine Learning & AI: Predictive Modeling, Recommendation Systems, LLM Applications, AI Evaluation Frameworks

Data & Infrastructure: Data Modeling, Data Pipelines, Snowflake, dbt, Airflow, Airbyte, Streamlit, Git

PROJECTS

Made in Canada — madeincanada.dev · Product search engine for Canadian-made goods — built on Shopify's UCP and Cohere's reranker for semantic search.

TorCrime — torcrime.ca · Real-time, personalized Toronto crime alerts (iOS), plus a free, open-source crime dashboard.