

Joe Cainey

Phone: +44 (0)7792201325

Email: jcainey@gmail.com

Web: <http://joecainey.co.uk>

I'm a Data Scientist with a PhD in Statistics and a track-record of helping to build influential and successful startups. My primary focus is on product development, innovation and communication within the realm of data science.

I was the first Data Science leader at both [Opensignal](#) and [Peakon](#), where I established and led the data teams. Both companies subsequently achieved highly successful exits through acquisition. After that I worked at [Workday](#), leading AI, Machine Learning, Data Science & Methodology for the Employee Voice product.

I have an interest in the emerging applications of Natural Language Processing (NLP) and large language models to feedback management and survey methodology. In addition, I serve as an advisor and investor for a select number of startups, primarily those that overlap with my experience.

Work History

Independent Consultant & Advisor

May 2023 - Present

- Advising early stage start-ups in the Customer and Employee Experience measurement industry on issues around early product strategy, data model architecture and related topics.

Director of Science

Workday

April 2021 - May 2023

Workday is a leading HR & Finance platform.

After the acquisition of Peakon by Workday I continued to lead the ML & Data teams, and took a broader role in influencing the product development strategy.

- Led a department of 20 data professionals, fostering a collaborative and innovative environment.
- Held a pivotal position on the Product Leadership team (of six), steering the direction and decision-making processes for an overall team of 150, ensuring product strategies were effectively conceived, communicated and executed.
- Designed an inspiring ML strategy and roadmap for the "Employee Voice" product, with a particular emphasis on developing NLP products and functionality.
- Responsible for the Product Methodology for the "Employee Voice" product, ensuring it met organisational objectives and market demands.
- Successfully secured a multi-million dollar investment into ML, aligning the executive team with a new product strategy and ambitious R&D directions.
- Conceived and filed 4 patent applications, demonstrating a strong inclination towards innovative product development.
- Directed the Data Science professional services offering, ensuring it not only met but exceeded client expectations.

Director of Data Science

Peakon

May 2017 - April 2021

Peakon was an employee engagement measurement company that offered a suite of tools to collect, analyse and implement change using survey data, used by 1500+ organisations worldwide.

Peakon was acquired by Workday in April 2021.

- Founded a pioneering team and product, establishing foundational standards and structures to ensure sustained success and innovation in the market.
- Strategically hired and cultivated a high-performing team, achieving stability with zero regrettable leavers.
- Launched and managed "Heartbeat," a marketing initiative, publishing insights and commentary on the state of employee engagement, positioning the company as a thought leader in the industry.
- Identified and demonstrated the failure of a new product struggling to achieve market fit, through astute analysis and a compelling visualisation. This led to a pivotal redirection of strategy and the ultimate discontinuation of a million-dollar+ investment.
- Active member of the Extended Leadership Team, contributing to strategic, financial, and operational decision-making.
- Recognized as a named key employee (1 of only 5) during a \$700M acquisition due to notable contributions and leadership.

Data Team Director

OpenSignal

May 2014 - April 2017

OpenSignal was a pioneering mobile network analytics company that used crowdsourced data from millions of real users worldwide to independently measure the state of the wireless communications industry.

- Spearheaded the recruitment and formation of an early-stage team that handled more than 1 billion rows of data per day.
- Pioneered the adoption of Apache Spark well before its first official release, independently researching and implementing innovative processing solutions in response to significant delays encountered with AWS Elastic MapReduce. Rewrote the entirety of our analytics pipelines, achieving a remarkable 90% reduction in processing time and significantly enhancing our operational efficiency.
- Designed a data product that provided preliminary visibility into results days before official production, which subsequently formed the cornerstone of the majority of sales efforts and transformed into the primary methodology for results production, significantly amplifying the scale, and precision of customer-facing statistics.

Education

Ph.D. Statistics,

University of Bristol

2009-2013

MMath Mathematics (First Class)

University of Bath

2005-2009

Media & Other Appearances

I have been interviewed by and provided content for the BBC, The Financial Times, Forbes, Which? and a wide number of specialist trade publications, and some of my work has been used to inform UK Government Policy.

I often give public or industry talks, some of which can be viewed on [my website](#).