

# RAVI SOMANI

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- PhD Economist with over 10 years of professional experience applying advanced analytics from economics and data science in public policy, public administration, business, and tech sectors
- Extensive experience designing and implementing large-scale surveys, field experiments, online experiments, and causal-inference analyses
- Published in peer-reviewed journals, including the *Journal of Public Economics* and *World Development* and authored World Bank policy reports and working papers
- Extensive experience in leadership and stakeholder engagement across a diverse range of sectors, topics, backgrounds, and cultural environments
- Experience leading high-performing analytical teams of between 5 and 20 colleagues

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## EMPLOYMENT

### Research Scientist, Meta

July 2022-Present

- Leading data-driven decision-making at scale to build and grow a new e-commerce platform within Meta (Meta Shops), reaching >\$1bn annual revenue run-rate by year 2
- Establishing and strengthening experimental and causal-inference methods to ensure rigorous and timely evidence for informing product direction and designs of Meta's Ads Ranking Machine Learning models
- Leading complex (multi-cell) experimental and causal-inference (difference-in-differences; regression-discontinuity designs; and matching) analyses with large datasets
- Presenting to and collaborating with senior executives (VP and Director level) to determine strategies and plans for new work programmes based on evidence and business objectives
- Collaborating with wide range of cross-functional partners (e.g., Machine Learning Engineers to test and improve Ads Ranking models; Product Managers and Senior Software Engineers to establish project and test designs, budgets, timelines, key metrics, goals and deliverables; Data Engineers to establish high-quality data pipelines)

### Senior Data Scientist, Deliveroo

June 2021-May 2022

- Collaborating with Machine Learning and Software Engineers to design analytical projects (complex experiments and causal-inference projects) to monitor, evaluate and improve delivery logistics algorithms
- Working with Data Engineers to establish high-quality data pipelines for monitoring and analyses
- Collaborating with Executives and Product Managers to develop strategies and plans for new work programmes, establishing projects, timelines, key metrics, budget allocations, and deliverables, based on evidence
- Presenting insights to technical and non-technical audiences, including the executive team and cross-functional partners

### Economist, World Bank

July 2019-June 2021

- Collaborating with a range of government partners across different sectors and policy areas to design and deliver experiments, data-collection activities, and rigorous data analytics (surveys and administrative data)
- Leading collaborations with government clients to develop new strategic engagements, particularly around strengthening evidence-based policymaking.

- Overseeing analytical research projects on governance topics in Brazil, Ethiopia, Estonia, India, Lithuania, Malaysia, Romania, and Slovakia.
  - Ethiopia: Informing the long-run reform agenda of the Ministry of Civil Service through the [Ethiopian Civil Servants Survey](#), administrative data, and field experiments to understand barriers to evidence-based decision-making
  - Romania: Informing reforms within Human Resource Management with the General Secretariat of the Government, as part of a Reimbursable Advisory Services programme (design, implementation, analysis and write-up of [Romania Public Administration Employee Survey](#))
  - Malaysia: Leading analytical work on measuring and testing public-sector productivity with the Ministry of Finance
  - Knowledge: Publishing an [EFI Insights piece](#) on innovative approaches to measuring public-sector productivity
  - European Commission: Technical lead on a high-visibility engagement with the EC, developing collaborations with the governments of Estonia, Lithuania, and Slovakia to gather new data and run field experiments in governance.

## **Research Assistant, University College London**

**September 2016-June 2019**

- Writing economic theory and conducting empirical analysis (the analysis of a field experiment) to study the effects of monetary incentives for school administrators on student health outcomes.
- Applying advanced econometric and causal-inference methods to novel data to inform policy.

## **Consultant (Economist), World Bank**

**May 2015-June 2019**

- Field management and stakeholder engagement for a large-scale survey of public officials in Ethiopia on the topics of civil-service reform and governance across 11 regions of Ethiopia and 5 sectors
- Supervising 20 enumerators and teams of Research Assistants to support the data entry and cleaning
- Leading the analysis of survey data merged with large administrative datasets, aimed at answering policy and research questions
- Leading the design of a field experiment to measure the baseline levels and flows of information in the Ethiopian public service and analysing the experiment with the collected data
- Leading the report and dissemination of results to high-level policymakers, senior World Bank officials, and the Civil Service.

## **Post-Graduate Teaching Assistant, University College London**

**September 2014-June 2019**

- Teaching advanced (PhD) level econometrics and undergraduate development economics courses.
- Designing teaching sessions and resources to maximise student engagement and learning.
- Collecting and responding to student feedback to promote an inclusive learning environment.

## **Economic Advisor, Ministry of Education, Ethiopia (Overseas Development Institute Fellowship)**

**September 2010-December 2012**

- Contributing to policy through data analysis and strengthening data systems in the education sector
- Leading collaboration discussions with development partners (World Bank, DFID, JICA, USAID, GIZ, and others) to monitor the progress of existing engagements and scoping out new programmes
- Overseeing the implementation and supporting the design of the World Bank-supervised General Education Quality Improvement Program (GEQIP and GEQIP II)
- Supporting the design of the UK Department for International Development's Results Based Aid Pilot
- Managing the financial modelling for the education sector.

## **Economic Analyst, Frontier Economics**

## September 2008- June 2009

- Analysing large datasets to inform client strategy and direction
- Advising public- and private-sector clients in strategy, regulation, compliance, and litigation.

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## EDUCATION

### PhD Economics, University College London

September 2014-June 2019

- Dissertation title: “Essays on Labour Economics in Developing Countries and the Role of the Public Sector”
- Viva committee: Imran Rasul and Florian Englmaier
- Primary supervisors: Marcos Vera-Hernandez and Antonio Cabrales

### MRes Economics (Distinction), University College London

September 2013-September 2014

### MSc Economics (Distinction), University College London

September 2009-September 2010

### BEconSc Economics (First Class Honours and Manchester School Award), University of Manchester

September 2005-June 2008

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## HONOURS, AWARDS, AND GRANTS

Innovation Award, Bureaucracy Lab, World Bank	2021
VPU Team Award, Development Economics Vice Presidency, World Bank	2020
International Growth Centre (\$25,742): “A Study of the Constraints to Civil Servant Productivity in Ethiopia”	2016-2019
Bureaucracy Lab Doctoral Fellow, World Bank.	2016-2019
Teaching Excellence Award, University College London.	2017
Ricardo Scholarship, University College London.	2014-2018
David Pearce Scholarship, University College London.	2013-2014
Overseas Development Institute Fellowship.	2010-2012
Manchester School Award, The University of Manchester.	2008

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## RESEARCH PAPERS

The Persistent Impacts of Electoral Cycles on Public Infrastructure (with Daniel Rogger) ([Journal of Public Economics](#))

Hierarchy and Information (with Daniel Rogger) ([Journal of Public Economics](#))  
Public coverage: [The Economist](#), [VoxDev](#), [2018 Ibrahim Forum Report on Public Service in Africa](#)

The Returns to Higher Education and Public Employment ([World Development](#))

Bureaucrat Time Use and Productivity: Evidence from a Survey Experiment (with Jozefina Kalaj & Daniel Rogger) ([World Development](#))

[Supervisor Bias, Gender and Organizational Efficiency](#)

Does Providing Information to Civil Servants Improve Public Service Delivery?  
Public coverage: [2018 Ibrahim Forum Report on Public Service in Africa](#)

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## **POLICY REPORTS AND OTHER WRITING**

[Building data-driven organisations: what can we learn from Tech companies?](#)

[Public-Sector Productivity \(Part One\): Why Is It Important and How Can We Measure It?](#)

[Moving Further on Civil Service Reforms in Ethiopia](#)

[Liberia Forestry Development Authority: An Institutional Capacity Assessment](#)

[Selecting the right staff and keeping them motivated for a high-performing public administration in Romania](#)

[Changing Mindsets to Realize the 2030 Agenda for Sustainable Development](#)

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## **ADDITIONAL INFORMATION**

Languages: English (Native), Gujarati (Native), Spanish (Advanced), Amharic (Intermediate)

Citizenship: UK, Overseas Citizen of India Cardholder

Software: Stata, R, Python, Matlab, Tex, Microsoft Office, SQL