

Ignacio Riveros Godoy

Data Scientist

117 N Hamilton Dr 207, Beverly Hills, CA 90211

+1 (213) 479-6351

✉ riveros3134@gmail.com

📄 ignacioriveros1.github.io

Experience

- 2026- Present **Data Scientist**, *Meta Platforms, Menlo Park.*
- Data Scientist L4 working for Instagram Platform Foundations, focusing on capacity analytics.
- Summer 2025 **PhD Data Science Intern**, *Meta Platforms, Menlo Park.*
- Led the first measurement of internal AI agentic tool adoption for software development at Instagram.
 - Benchmarked adoption rates across Meta pillars and within Instagram Product Groups.
 - Delivered observational evidence that AI agents improve development velocity and output, identifying reduced research and context-gathering time as the key mechanism.
 - Developed and optimized queries for the dashboard tracking AI agent adoption.
 - Provided insights that informed Instagram's engineering leaders on the state of adoption, driving the decision to accelerate and prioritize efforts of a cross-functional team of 11+ SWEs, PMs, and DSs.
- 2019–2021 **Data Scientist**, *ConsiliumBots Inc., NYC-Remote.*
- Higher Education Decision Support Systems: Developed and implemented chatbots to provide information on higher education options for students in collaboration with the Ministries of Education in Chile, Colombia (ICFES), and the Dominican Republic (MINEDU).
 - Chatbots for Economic Assistance to Small Businesses in Latin America and the Caribbean: Designed and implemented conversational agents to provide real-time information on economic benefits for SMEs, including COVID-19 relief measures. [Link to the article.](#)
 - School Assignment Algorithms for Latin America: Developed and implemented algorithms for school assignment in collaboration with the Inter-American Development Bank (IDB) for Ecuador, Peru, and Brazil. Collaborated on the design of personalized report cards with information about options for school applicants.

Education

- 2021–2026 **Ph.D. in Business Administration**, *Marshall School of Business, University of Southern California.*
- Field: Quantitative Marketing
 - Instructor of Marketing Fundamentals, core undergrad course.
 - Presented research at leading academic conferences, including the IMRC, and ISMS Marketing Science Conference.
 - Main organizer of the 2nd California Quantitative Marketing Ph.D. Conference at USC (2024).
- 2017–2019 **M.A. in Economic Analysis**, *Universidad de Chile.*
- 2013–2018 **B.A. in Economics**, *Universidad de Chile.*

Skills

- Programming Python, R, MATLAB, Stata, SQL, \LaTeX
- Statistical Causal Inference (DiD, Experiments, RDD, IV, Synthetic Controls), Prediction (supervised and unsupervised), Econometrics

Publications

Made with AI: Consumer Engagement with Media Containing AI Disclosures

With Steve Carney and Stephanie Tully. *Journal of Consumer Research.*

Medium-run Local Economic Effects of a Major Earthquake

With Paula Aguirre, Kenzo Asahí, Diego Díaz, and Rodrigo Valdés. *Journal of Economic Geography*, 2022.

Do Fiscal Transfers Affect Local Democracy? Lessons from Chilean Municipalities

With Carla Alberti and Diego Díaz. *Latin American Politics and Society*, 2023.