

SUMMARY

Principal-level analytics and strategy leader with 15+ years of experience building enterprise-scale BI ecosystems and AI-driven decision systems. Passionate about driving organizational growth through the intersection of human-centered design, robust solution architecture, and strategic storytelling. Proven track record of bridging technical complexity with executive business goals to deliver multi-million-dollar EBIT impact—all while fostering data culture, community, and capability-building across large-scale global teams

CORE SKILLS

Generative AI Design & Development, Agent Development, NLP Solutions, Model Performance Evaluation, Model Tuning & Analysis, Cursor, Genie (Databricks), ChatGPT, Claude, Gemini, Streamlit, SQL, Python, Snowflake, Databricks, Data Lake/Warehouse Reporting, Semantic Layers, KPI Design, Self-Service Analytics, Production Dashboards, Workflow Automation, Data Quality, Insight Generation, Productized BI, Tableau, Power BI, ThoughtSpot, Alteryx, UX/UI, Design Standards, Executive Storytelling.

EXPERIENCE

Nike

Senior Visualization & Experience Manager | 2021–2026

- Architected an end-to-end reporting ecosystem for Marketplace Operations, transitioning the organization from reactive dashboarding to an automated Monthly Business Review (MBR) framework; surfaced 5+ initiatives totaling \$5M+ in annual incremental EBIT and increased potential product ROI by \$25M+.
- Delivered advanced AI-native analytics products, including Streamlit applications utilizing Databricks agents and LLM workflows to automate natural-language data interaction.
- Bridged the gap between predictive data science models and executive decision-making, translating complex statistical outputs into actionable operational metrics for 500+ global stakeholders.
- Founded the "Visualization Innovation Group" (30+ members) to institutionalize AI-driven workflows; developed proprietary "Agent Creation Kits" (scaffolding and packaging standards) that empowered cross-functional teams to develop, package, and deploy agentic AI solutions (e.g., Tableau Documentation Agent, Cursor Agent Packager).
- Spearheaded enterprise-grade analytics modernization by defining semantic layers and reporting architectures during large-scale migrations (Snowflake to Databricks), resulting in improved dashboard adoption, reduced technical debt, and enhanced data reliability.

ProKarma (Concentrix)

Senior Analytics Engineer | 2017–2021

- Advised Director- and VP-level stakeholders on BI platform strategy and analytics operating models, transforming disjointed, legacy reporting functions into high-performing, centralized Centers of Excellence.
- Re-architected underperforming enterprise analytics environments for Fortune 500 clients (including adidas, Verizon, and Walt Disney Studios), improving system performance by consolidating fragmented workflows and eliminating manual technical debt.
- Engineered high-value, scalable automation solutions that replaced manual processes, generating \$1M+ in annual cost savings and significantly improving operational throughput.
- Institutionalized development standards, overseeing the engineering of 100+ dashboards and leading enablement initiatives that trained 1,000+ users, significantly increasing organizational data literacy and self-service adoption.
- Led as the primary consultant on large-scale analytics transformations, translating complex business requirements into robust, scalable technical architectures.

Legacy Marketing

Marketing Analyst, Account Coordinator | 2014–2017

- Architected the department's inaugural analytics and reporting capability, establishing the systems required to measure complex, multi-channel campaign impact.
- Designed and presented weekly dashboard frameworks that translated campaign performance into actionable business strategy for client leadership (e.g., Pernod Ricard).
- Modernized internal data interaction by providing UI/UX leadership for reporting portals, directly improving data accessibility and usability.
- Operationalized data-driven decision-making by authoring, designing, and testing consumer surveys and marketing materials, leveraging A/B testing and statistical analysis to drive strategic results.

EDUCATION

North Central College — B.A. Marketing