

## SUMMARY

- Operator with 14+ years leading Product and Business Strategy teams & Ecommerce Product Analytics Leader developing and improving strategy, sales, ecommerce and supply chain operations.

## CORE COMPETENCIES

- Hunter, Negotiator, Strategic Thinker
  - Superior quantitative & qualitative analytics/modeling
  - SAS, Python, PyTorch, Hypotheses Testing
  - Ruthlessly prioritize, Passion for learning, Scrappy
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## EDUCATION

<b>Master of Science, Artificial Intelligence Engineering, Northwestern University</b>	<b>Projected Fall</b>	<b>2021</b>
<b>Master of Science, Analytics &amp; Data Science, THE UNIVERSITY OF CHICAGO</b>		<b>2016</b>
<b>Master of Business Administration, Roosevelt – Morris UNIVERSITY</b>		<b>2013</b>
<b>Analytics Instructor 1871, Promotable, Inc. (Adv Excel, SQL, Tableau, Regression, etc.)</b>	<b>2019 – Present</b>	

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## MANAGEMENT EXPERIENCE

**GROUPON, INC. – Chicago, IL** **2016 – PRESENT**

**STRATEGIC PARTNER DEVELOPMENT LEAD, CORPORATE STRATEGY** **2018 – 2020**

**STRATEGIC PARTNER DEVELOPMENT LEAD, PRODUCT ANALYTICS (MONETIZATION) MARKETPLACE** **2017 – 2018**

- Lead in completing industry research and use-case for partner development (Facebook, Google, Wish, etc.).
- Launched features/tools driving +14% of sales, by unlocking supply chain functions for partner integrations.
- Collaborate with marketing, legal, engineering to facilitate sales and communications efforts on external Marketplaces' to drive strategic product roadmaps, assortment planning, and partner onboarding.

**OPERATIONS – HEAD OF VENDOR PARTNERSHIPS & SUPPLY CHAIN ANALYTICS** **2016 – 2017**

- Managed analyst & data science team of 14+, executing go to market strategies supporting \$1.1B in sales.
- Created product vision CX, created internal/external dashboards, established vendor DNR metrics.
- Identified prospective partners to COO, built sentiment models on review data improving +22% YoY.

**AMAZON CORPORATION—SEATTLE, WA** **2015 – 2016**

**CATEGORY DEVELOPMENT LEADER, KITCHEN & WEDDING**

- Designed and built go to market strategies supporting \$2.4B in sales by creating the 1<sup>st</sup> 2015 Kitchen Brand book & made recommendations based on insights and trends in Kitchen and Wedding channels.
- Lead division to 49.7% increase in sales YoY, drove 22% margin performance by spearheading 2016 contract negotiations and created exclusive product lines for 2 \$75M Brands.

**DYSON CORPORATION – Chicago, IL** **2012 – 2015**

**National Accounts - Business Development, US National Sales**

- Created & launched 3 New Concept Stores at ABT, Macy's & NFM driving an additional 476k hands-on demonstrations' and \$xx in revenue, recreated full product lineup displayed inside 1200 Sq. micro footprint.
- Grew US Strategic Partnerships from 9 to 23, resulting in +33% YoY sales and 41.4% online in 2014.
- Exceeded sales plan by 21% 2012 by re-aligning assets to capitalize on category trends in the Midwest.
- Built and developed a \$5M business into \$95M by creating a business case for 2 new business lines.

**MEIJER CORPORATION – Chicago, IL** **2007 – 2012**

**Director of Operations**

- Developed merchandise strategies and business insights to maximize sales +23% YoY by re-aligning and creating localize category assortments to match demographics in partnership w/ CPG vendors.

**SONY CORPORATION – General Sales Manager, Sony Style Stores, Midwest** **2005 – 2007**

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## MILITARY / LEADERSHIP EXPERIENCE

**HENKAKU, INC. – Chicago, IL (Teaching retailers to improve their ratings / review strategies')** **2018 – PRESENT**

- Founder ~ HEAD OF STRATEGY & PRODUCT OPERATIONS

**UNITED STATES MARINE CORPS, PLATOON COMMANDER – EAST ASIA** **1992 – 2001**

**Officer Candidates School, Quantico, Virginia.** **1997**

- Selected as one of 6k applicants DOD wide for an Enlisted Commissioning Program for high performing Staff Sergeants with high leadership potential to attend Officer Candidates School, Quantico.