

SPENCER DAVISON

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SUMMARY

- Experience analytics program manager with diverse background in operations research and business insights.

PROFESSIONAL EXPERIENCE

Senior Insights Program Manager

San Francisco, CA

LinkedIn

February 2017 – Present

- Led global team in developing scaled report on customer connectivity into target accounts including competitor comparisons and buyer growth trends to strategically advise customers and prospects.
- In internal product management role, worked with AI and taxonomy teams and led development of chatbot capable of querying backend data to extract key customer insights with common language questions for global sales teams.
- Led global team of analysts in developing business case narrative intended to increase penetration into customers by standardizing value projection at incremental investment using benchmarks correlated to improved customer return.

Senior Insights Analyst

Chicago, IL

The Marketing Store

August 2015 – February 2017

- Developed scalable churn models, time-series forecasts and market basket analysis for Nissan aftersales customer solutions resulting in targeted communications and effective product offers for local and global markets.
- Developed multiple real-time performance Tableau dashboards for a T-Mobile rewards loyalty app measuring performance to provide insights on user behavior impacting subscription growth.
- Created product recommendation system in R optimizing promotions using collaborative filtering methods for McDonald's loyalty app leading to lift in offer redemptions and efficiencies in recurring processes.

Senior Consultant

San Antonio, TX

Booz Allen Hamilton

May 2013 – August 2015

- Led financial analysis of annual budget for a DoD agency investing real estate development. Developed regression model revealing strategic cost reduction scenarios through investment in high ROI projects. Analysis resulted in potential 20% annual savings.
- Implemented and trained an environmental information system in Germany and United Kingdom for monitoring and reporting of impact and cost resulting in increased operational efficiency.
- Led financial analysis of privatization agreement with O'Hare International Airport evaluating in-perpetuity cost savings using a sensitivity analysis and simulation with alternative financial assumptions.

EDUCATION

UC Irvine

Irvine, CA

Predictive Analytics Graduate Certificate

May 2015

- Core curriculum: advanced CRISP-DM statistical processes including decision deconstruction, data preparation, and machine learning algorithms (classification, regression and unsupervised methods)
- Technical skills gained in R, Python, SQL and Hadoop

Thunderbird School of Global Management

Glendale, AZ

Master of Science in Global Management

December 2013

- Core curriculum: global product development, strategic management, and quantitative methods
- Net Impact Service Corps Consultant; staff writer for DasTor, business school news publication; regional business analysis in United Arab Emirates

Trinity University

San Antonio, TX

BA in Political Science, Minor in English

May 2011

- Recipient of President's scholarship for four years in recognition of academic excellence
- Focus in international relations and comparative politics

TECHNICAL SKILLS

Visualization: R (Shiny), Tableau, PowerBI

Languages: SQL (Teradata, mySQL, Presto), Hadoop (Hive/Pig), R, Google Analytics, Python