

Bradley Molinaro

Data Leader, Visualization, Analytics & BI

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Summary

Analytics leader specializing in data visualization, metric alignment, and scalable BI systems. Experienced managing teams, owning analytics tech stacks, and partnering with executives to deliver trusted self-serve insights.

Work Experience

Sabbatical, Independent Analytics Projects - Self Employed (January, 2025 - current)

- Designing and building end-to-end analytics and creative projects focused on travel using Figma, SQL, and Tableau. Published via [The Insights Archive](#).

Data Visualization Manager - ExtraHop (April, 2023 - December, 2024)

- Promoted to establish and lead a centralized data visualization function, managing a team of 3 while continuing to deliver high-impact dashboards and data sources
- Liaison between executive leadership, project management team, stakeholders, and data team, managing projects and ensuring high-impact output from the team
- Owned the internal analytics tech stack, redesigning data architecture, user roles, and permissions to support scale and security
- Implemented intake processes, roadmaps, and SAFe-aligned workflows; introduced change management practices and identified cost-saving opportunities

Data Visualization Specialist - ExtraHop (November, 2021 - April, 2023)

- Consolidated executive and cross-functional reporting by aligning stakeholders building trusted pipelines and dashboards using Snowflake, Fivetran, Figma, and Tableau
- Established Snowflake as the company's source of truth and introduced historical snapshotting for trend analysis
- Built the company's two most-used dashboards, including an executive KPI dashboard and a churn & downsell analysis tool
- Delivered predictive churn and downsell insights using regression analysis conducted via R and made results actionable via Tableau and narrative AI, informing sales targets and customer retention strategies

Business Intelligence Analyst II - Payscale (March, 2020 - November, 2021)

- Served as a centralized BI partner to marketing, sales, product, and support teams, delivering end-to-end reporting in Snowflake and Tableau
- Created a widely adopted "All Account View" dashboard unifying customer behavior across departments

- Conducted churn analysis identifying relationships between support interactions and retention
- Taught myself D3.js and designed and developed interactive data visualizations for the company's high-traffic Salary Research product

Business Intelligence Analyst - Boeing (March, 2019 - October, 2019)

- Developed data pipelines and dashboards using Microsoft SQL Server and Tableau to improve decision-making around a critical and highly scrutinized operational challenge
- Mapped and analyzed foreign object debris (FOD) data for the U.S. Air Force program
- Co-developed a debris probability model using R, and built a scorecard-style Tableau dashboard for the Boeing Executive Council

Data Analyst - C+C, Energy Efficiency Team (May, 2018 - March, 2019)

- First data analyst hired; automated manual Excel workflows using Python Pandas, reducing weekly processing from 18+ hours to minutes
- Analyzed survey and sales data to forecast adoption of energy-efficient products using R
- Taught myself Tableau to create visualizations to communicate community research and analytical findings to stakeholders

Education

Parsons School of Design (2023)

Completed Course, Information Design for Infographics and Visual Storytelling

[The Childcare Gap Interactive](#) - awarded Data Visualization Society *Information is Beautiful Longlist*

University of Georgia (2018)

Bachelor's Degree, Statistics

Skills

Data Visualization: Tableau (development, design systems, certified sources, admin), Figma, D3.js

Data Engineering: SQL, Snowflake, Fivetran, multi-step ETL jobs, GitLab

Data Analytics: R, Python Pandas

Collaboration & Strategy: Metric alignment, data governance, stakeholder engagement

Team Management: SAFe, career development, leadership principles, Jira, Asana

Volunteering

University of Washington (2023 - 2024)

Data Visualization Advisory Board

SeaGL Conference (2023 - 2024)

Conference Speaker on Accessible Data Visualization