# Kathryn Hurchla

(215) 435.6483                 Philadelphia | Vermont                 kathryn@dadeda.design

https://dadeda.design

The value I bring is in the form of data solutions that help you see the way forward, with a focus on listening and aligning to your stakeholders' challenges and goals.

## Education Highlight

Maryland Institute College of Art Graduate MPS, Data Analytics & Visualization   2020 – Dec 2021

> Capstone Python Dash interactive web application https://sustain-our-soil.kathrynhurchla.com/
> Statistics & R | Advanced Python | Visual Storytelling | Data Organization Systems | D3 Basics
> | Data Storytelling | Data Ethics | Cognition & Perception | Adobe Creative Suite | Figma |
> Graphic Design | Design Labs/Case Studies, Industry Challenge: Urban Institute

## Experience

**Data Design Dimension**   Founder & Principal                 Oct 2020 – now

> Data visualization products and consulting; writing and leading workshops and tutorials

**Children's Hospital of Philadelphia**
Manager of Data Integrity, Foundation                                         June 2016 – Jan 2021

- Directed design development of a Data Health Dashboard, key thresholds, and benchmarks, synthesizing metrics for a member of the C-Suite, Associate Vice Presidents, and directors
- Extended dashboards for operational task models in multi-page layouts, and team contexts
- Excellent record of driving technical initiatives that positioned the hospital future forward
- Promoted cross-divisional growth of charitable business development and communications as automated report suite product manager from launch to steady state maturity with 200+ clinical leaders for gifts to their areas
- Delivered a proof of concept corporate partnerships pipeline predictive analytics model that assessed 85 companies' health, engagement, and alignment with hospital growth objectives
- Thought leadership and execution of a five-year improvement roadmap for a comprehensive data quality assurance and optimization program aligned with realized $1 billion+ campaign
- Established standards for master and portfolio fields in 1 million+ individual and organization records, and drove consensus for field selection, scoring, and definitions
- Escalated and managed risks to privacy, donor relations, or scheduled data syncs and feeds
- Data Owner for conversion to Salesforce and Marketing Cloud from legacy systems
- Data Vendor management from selection to contracts and implementations/audits
- Saved projected $13.5 thousand marketing dollars in one year from deceased records update
- Informed strategies and increased confidence in records by adding 48% of missing birth dates
- Achieved GDPR compliance across enterprise marketing as project manager; identified protected individuals' addresses, country domains, oversaw records tagging, and drove a list suppression process through centralized SQL stored procedures cross-departmentally
- Managed one to three team members directly; owned projects for senior sponsors, motivating business leads, six additional Business Analytics staff, and a team of six data stewards

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**Senior Data Services Coordinator / Trainer (Children's Hospital)**                    Aug 2015 – June 2016

- Translated strategic objectives into data solutions and learning opportunities for one hundred Foundation, Finance, and executive staff, ensuring role based access and analytics success
- Delivered a 360-degree valuation—investment analysis, subsidiaries, and C-Suite family influence—for its Corporate Council, a highly regarded executive board in the region
- Dual responsibility for systems administration and help desk support with Information Services
- Managed user acceptance and quality assurance testing for system upgrades and features
- Easily understandable how-to documentation for data definitions, policies, and procedures

**Philadelphia Museum of Art**

Senior Development Services Coordinator                    July 2012 – July 2015

- Trusted liaison to executive officers, Board of Trustees relations, government and community affairs, interactive technology, volunteer services, events, finance, and curatorial teams
- Senior data management and analyst role in nonprofit business operations and marketing
- Business and data analyst responsibilities, custom dashboard and report design development
- Built relationship management data architecture, quality assurance schedule and reports which increased collaboration among Trustees and staff and accelerated its $525 million campaign, the largest cultural fundraising effort in Philadelphia history
- Member: Wellness Committee, Visitor Experience and Brand Action Group
- Initiated collaborative partnership as data and technology lead with prospect management domain owner which resulted in increased trust from volunteer campaign committee in reports
- Focused on developing accurate funding pipeline projections, data informed next steps for fundraising gift officers towards securing contributions and grants of $25 thousand and above, and closing gaps in database adoption through less redundant data entry requirements
- Supported industry leading program for gifts of works of art and tax regulations
- Partnered with collections data managers to tag specific initiatives and exhibitions metadata

Development Services Coordinator                    Nov 2008 – July 2012

- Responsible for all bulk data load and output needs
- Received, valued, and monitored the flow of charitable gifts of securities, communicating with donors, financial managers, Museum accounting, and CFO for gift acceptance policies
- Analysis and segmentation of targeted donor-hosted event locations and invitation lists
- Ensured adherence to schedule and budget for an ISBN cataloged periodical sent to thousands of recipients internationally three times a year; managed mailing list

Data Center Supervisor; Technical Assistant                    June 2007 – Nov 2008

- Increased coordination with business teams across departments and a buildings
- Expanded new member referrals through an enhanced gift membership merchandise redemption program, and promoted from Technical Assistant role in less than one year
- Accountable for accuracy and reporting and general ledger allocation to Development and Finance departments of all revenue contributed and earned through donation and membership streams, through on-site, web, telemarketing and direct mail campaigns
- Oversaw daily batch workflow and financial reconciliation of three to seven staff
- Quality assurance review of team data entry, printing and mailing of tax receipts and acknowledgments, and turnaround times for sync with point-of-sale system for benefits

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Membership & Visitor Services Representative (Museum of Art)                Sept 2004 – June 2007

- Sustained and engaged over 60 thousand active member households, as well as visitors from around the world, through premium multi-channel and in person service and data stewardship
- Promoted to relationship and records management role from visitor services in one year

## Core Skills & Certification

- Data Visualization: Python, Plotly, Dash, R, Streamlit, Gephi, QGIS, Tableau, QlikView, D3 basics
- Programming languages/web development: Python, R & Shiny, Markdown, Git/GitHub, Zsh, Bash, T-SQL, SQL Server, PostgreSQL, Oracle SQL, MySQL, Heroku, PythonAnywhere, Flask, Jinja, HTML, CSS, Bootstrap, phpMyAdmin, WordPress, SharePoint, CumulusCI, SoQL
- UX/UI, Graphic Design: Figma, Adobe Illustrator, InDesign, Photoshop, Premiere Pro
- BI Reporting tools: SQL Server Reporting Services, SAP, Advanced Excel

- Certified Scrum Product Owner (CSPO), Scrum Alliance                April 2020 – April 2022
- Product, Project, & Services Management: Salesforce Cases, Trello, Jira, Mural, Miro, Jamboard, ServiceNow, Smartsheet, Spiceworks

- Data privacy and security: GDPR, CCPA, IRS tax regulations, Payment Card Industry (PCI)
- Healthcare experience with PHI in HIPAA compliance; EPIC HL7 Epic patient guarantor data feeds
- Data enrichment: various paid vendor and free and open public sources; demographics, United States and international address verifications/standardizations, phone and email validations and appends, business and industry codes, audience segmentation, wealth indicators
- Database administration & configuration: Salesforce, Data Loader, fundraising systems, Workday, point of sale & ticketing systems, museum collections management, star & snowflake schemas

## Speaking & Publication

Outlier, *Styling Plotly Themes & Templates* Unconference Session                2022
Data Visualization Society, Nightingale Journal Communications Editor/Author  2020 – now
Association of Advancement Services Professionals (AASP) Summit Speaker  2020
    *Deliver results through data product management*
Panelist Speaker, Bicycle Coalition of Greater Philadelphia                2013 – 2016
Children's Hospital of Philadelphia Foundation Staff Newsletter Spotlight Editor  2018 – 2019

## Achievements & Volunteer

Plotly, Dash Ambassador (open-source contributor, community representative)  2021 – now
Year Up Mentor, career readiness program aimed to close the Opportunity Divide 2016 – now
Little Bellas Mentor, with girls on mountain bikes for overall development  2016 – now
Take Your Daughters and Sons to Work Day, site launch merit award  2018
Project H.O.M.E. Duplicate record identification for homelessness program  2016
Site Founder, Delaware Valley Farm Share/Philadelphia Museum of Art  2013 – 2015

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## Additional Education & Training

NYSCC at Alfred University Undergraduate BFA with Honors, Dean's List, Visual Art

Children's Hospital of Philadelphia Leadership Institute                2015 – 2021

Executive Presentations | Presentation Skills for a Virtual Audience | New Leader Development Series | Strategic Planning and Execution | Applying Improvement Methodology (AIM), Center for Healthcare Quality & Analytics | PMO: Project Management Essentials | Organizational Impact through Diversity and Inclusion | LGBTQIA+ Allies Training | Dialogue in Difficult Conversations | Leading with Emotional Intelligence | various other effectiveness workshops

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|---|---|
| Data Visualizations with Plotly & Dash, Charming Data LLC; LinkedIn Learning | 2021 |
| Learning QGIS, LinkedIn Learning | 2020 |
| SAFe Agilist (SA) pre-certification course, Scaled Agile, Inc. | 2020 |
| Learning Data Governance, LinkedIn Learning | 2020 |
| Introduction to SQL Server, DataCamp | 2020 |
| Becoming a Product Manager, LinkedIn Learning | 2020 |
| New Mentor Training, Year Up | 2020 |
| CumulusCI Open Source Development and GitHub Desktop, Salesforce.org | 2019 |
| SSRS course 140; SQL Foundations course 925, Learning Tree International | 2019; 2016 |
| Intro to Open Source programming, GirlDevelopIt Philly | 2018 |
| Modeling and Querying Data and Relationships in Salesforce, SF Developers | 2017 |
| QlikView Designer v11.x; QlikView Developer v11.x, QlikTech International | 2016 |
| Intro to Git workshop, Women in Tech Summit Philadelphia | 2016 |
| Information Visualization MOOC, Big Data Applications and Analytics MOOC    Indiana University Bloomington Data Science, Informatics and Computing | 2013; 2014 |
| Intro to SQL (MySQL/PHP), WordPress Web Development, GirlDevelopIt Philly | 2013 |
| Crystal Reports 2011 Introduction, ONLC Training Center | 2009 |

## Conferences

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|---|---|
| SIGGRAPH Computer Graphics & Interactive Techniques Conference | 2021 |
| Europe DataVizLive Conference, Tucana Global SL | 2021 |
| Association of Advancement Services Professionals (AASP) Summit | 2020; 2008 |
| Council for Advancement and Support of Education CASE DRIVE/ analytics | 2019; 2014 |
| Women in Tech Summit Philadelphia | 2016 |
| AASP Regional Symposium | 2016 |
| CASE District II Mid-Atlantic Regional Conference | 2015 |
| Mid-Atlantic Conference, Assoc. of Professional Researchers for Advancement | 2014 |

## Other Affiliations

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|---|---|
| Equity Salesforce Practitioners: Philly Amplify Chapter | 2019 – now |
| Philadelphia Tableau User Group (TUG) | 2018 – now |
| The Woodmark Group, Data Cohort Member (pediatric hospitals development) | 2018 – 2021 |
| Association of Advancement Services Professionals (AASP), Member | 2013 – 2021 |
| CHOP WOMEN Employee Resource Group (ERG), PRIDE ERG, Member | 2017 – 2021 |
| VeloDash, a founding Member, women's gender inclusive cycling race team | 2016 – 2020 |
| Philadelphia Blackbaud Users Group, Member and Meeting Host | 2010 – 2020 |
| Grenzebach Glier and Associates DonorScape Analytics Users Group, Member | 2012 – 2015 |
| Fairmount Community Development Corp. & Neighborhoods Now Committee | 2007 – 2011 |
| Brewerytown Community Development Corporation, Advisory Board Member | 2005 – 2007 |