

# MICHAEL R. DAVIS, I.O.M.

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## ***DATA / BUSINESS INTELLIGENCE PROFESSIONAL***

Senior business intelligence and marketing analytics executive leading and transforming businesses to become highly influential organizations. Recognized for steering clients, customers, and businesses with a collaborative research-based, data-driven analytics approach. Proven leadership and success in restructuring, creating, and growing powerful organizations and campaigns. Recently graduated from the Butler University Analytics and Visualization Executive Education program, covering an wide-ranging curriculum of Python, SQL, Machine Learning, Tableau, and Excel.

Extensive marketing and descriptive analytics experience leading over 250 campaigns in 30 states, including consumer survey design, collection, and analysis; database creation and management; public relations and outreach; social media; strategic planning; team development; digital, TV, direct mail, and radio ad placement; public speaking; and program management.

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## ***TECHNICAL SKILLS***

Languages: Python, SQL, HTML, CSS, JavaScript, JSON

Data Manipulation & Visualization: Tableau, Pandas, Numpy, Matplotlib, Plotly, BeautifulSoup

Database: SQL, MongoDB, SQLAlchemy, Access

Other: Jupyter, Git, Bash, Microsoft Office Suite, Google

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## ***EXECUTIVE EXPERIENCE***

### **Executive Leadership Roles Held at Enterprise Washington, BIPAC, and Indiana Chamber of Commerce**

**GAUGE CONSULTING; Indianapolis, IN**

2007 – present

#### **OWNER AND PRESIDENT**

Own and operate a consulting firm serving businesses in public opinion research, business analytics, demographic analysis, marketing, and organizational management.

#### ***Highlights:***

- Consulted for Grow Oregon to assist statewide Oregon companies and business associations to reorganize how the Oregon business community collaborates in the legislative and political space.
- Clients included Anthem (formerly WellPoint), Roche Diagnostics, Conexus Indiana, EdChoice, Indiana Task Force (Indiana Secretary of State), Marion County (IN) Election Board, and Illinois Chamber of Commerce.

**ENTERPRISE WASHINGTON; Bellevue, WA**

2013 - 2017

#### **PRESIDENT AND CEO**

Led the state's preeminent business association for grassroots advocacy, political research, marketing analytics, and independent expenditure campaigns. Additionally, led The Business Institute of Washington, Washington Voter Research, and multiple PACs. Responsible for the organization's operations, marketing, strategy, fundraising, social media, financials, and team. Worked closely with boards of directors, clients, vendors, and investors.

#### ***Highlights:***

- Grew organizations to combined income of \$3.32M with seven full-time and 75 part-time team.

- Successfully led the organizations through a complete reorganization of the strategic mission and marketing plan, team, membership programs and dues structure, organizational bylaws and governance, employee health care insurance plan, and an office relocation to a larger space.
- Launched a new statewide media site, *TheLens.News*, to report and promote business issues.
- Won 80% of campaigns and increased fundraising by 218% (\$1.30M).
- Created Washington Voter Research to conduct survey research and organize field operations team.

**BIPAC; Washington, D.C.**

2010 – 2013

**SENIOR VICE PRESIDENT**

Served on senior management of independent, bipartisan organization with the mission of helping private sector organizations engage, educate, and motivate employees in the legislative and electoral processes through grassroots advocacy, voter education, and electoral participation. Responsible for all activities related to the political division and managing nine team members.

*Highlights:*

- Conducted first-ever nationwide ad buyout of YouTube by a political candidate or organization.
- Successfully led, organized, and trained team and state network partners on executing political, grassroots advocacy, and new media plans.
- The Access Point, a leading technology blog, described these new political programs as one of the five “best of the best programs” as a result of strategic, cutting edge use of digital campaign activities.

**INDIANA CHAMBER OF COMMERCE; Indianapolis, IN**

**VICE PRESIDENT, POLITICAL AFFAIRS**

2004 – 2010

Served on senior management team with a team of 50 for the state’s leading pro-business advocacy organization with over 26,000 members and customers. Responsible for all activities relating to one of the country’s largest state or local chamber of commerce PACs, *Indiana Business for Responsive Government* (IBRG), and its five-person team.

*Highlights:*

- Prepared autonomous departmental budgets totaling \$2M.
- Launched the *Indiana Prosperity Project* to educate Indiana citizens on elections and business issues.
- Directed marketing strategy on numerous campaigns with coalition partners.

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***EDUCATION & PROFESSIONAL CERTIFICATES***

- Data Analytics and Visualization Executive Education Certificate  
Butler University, Indianapolis, IN  
A 24-week intensive program focused on gaining technical programming skills in Python, Tableau, SQL, NoSQL, Excel, VBA, HTML/CSS, JavaScript, Hadoop, and Machine Learning.
- Customer Analytics Certificate  
The University of Pennsylvania, Philadelphia, PA
- Bachelor of Arts, Political Science; Minor: Economics  
Indiana University, Bloomington, IN
- Professional certificate in Nonprofit Organizational Management  
U.S. Chamber of Commerce Institute for Organization Management (I.O.M.)
- Public Information Officer Lead and Development Presenter for  
American Red Cross, Central & South Texas Region