MICHAEL R. DAVIS, I.O.M.

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Professional Websites: LinkedIn
Website Portfolio
Tableau Public

DATA ANALYST / TABLEAU DEVELOPER / DATA TRANSLATOR

Senior business executive leading and transforming businesses to become more productive companies by connecting the decision-making needs of executives and stakeholders to data scientist. Recognized for showing initiative in directing 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 a wide-ranging curriculum of Python, SQL, Machine Learning, Tableau, and Advanced Excel.

Excellent data 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.

SKILLS

Languages: Python, SQL, HTML, CSS, JSON, JavaScript
Data Visualization: Tableau, Pandas, NumPy, Matplotlib, Plot.ly, BeautifulSoup
Database: SQL, MongoDB, SQLAlchemy, Access
Other: Advanced Excel, Jupyter, VS Code, GitHub, Git Bash, PowerPoint
Business: Leadership, management, public speaking, presentations, teamwork, problem-solving

WORK EXPERIENCE

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

Owner and President, GAUGE RESEARCH; Indianapolis, IN (2007 – present)
Own and operate a consulting firm serving businesses in data/business analytics, public opinion research, demographic analysis, marketing, and organizational management.

Highlights:
- For current client, Hannah News, a multi-state news organization, I extract, clean, digest, standardize, and create data entry forms and Tableau visualizations from large amounts of gaming data.
- Collect precinct level election results from all 50 states for multiple races over several election cycles. Standardize data and, through an API, add U.S. Census demographic data to conduct election analysis, identify trends, create maps and Tableau visualizations.
- Additional clients have included: Anthem, Roche Diagnostics, Conexus Indiana, Howey Politics, EdChoice, Indiana Task Force (Indiana Secretary of State), Grow Oregon, and Illinois Chamber.

President and CEO, ENTERPRISE WASHINGTON; Bellevue, WA (2013 – 2017)
Led the state's preeminent business association for grassroots advocacy, election 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, members, vendors, and investors.

Highlights:
- Created a statewide database of 7 million residents with 4,000 data points per person with extensive issue and audience modeling based on consumer data, demographics, and social media use.
- Grew organizations to combined income of $3.32M with seven full-time and 75 part-time team.
- Successfully led the entities through a complete reorganization of the strategic mission and marketing plan, team, membership programs, organizational bylaws, and governance.
- Launched a new statewide media website, *TheLens.News*, to report and promote business issues.
- Created Washington Voter Research to conduct survey research and organize field operations team.

Senior Vice President, BIPAC; Washington, D.C. (2010 – 2013)
Served on senior management of independent, bipartisan membership 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.
- Led the development of building a nationwide database of over 200 million individuals to utilize in digital marketing and advocacy campaigns.
- 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.

Vice President-Political Affairs, INDIANA CHAMBER OF COMMERCE; Indianapolis, IN (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 online *Indiana Prosperity Project* to educate citizens on elections and business issues.

Additional personal data analytics and visualization projects can be viewed on my Tableau Public Page and on my Professional Website Portfolio I created. Subjects include COVID-19, Indy 500, home sales, earthquakes, election results, women leadership, weather, and honeybees.

EDUCATION & PROFESSIONAL CERTIFICATES

- Data Analytics and Visualization Executive Education Certificate
  Butler University, Indianapolis, IN
- Visual Analytics with Tableau Certificate, Essential Design Principles for Tableau Certificate, and Fundamentals of Visualization with Tableau Certificate - University of California, Davis, Davis, CA
- 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