

# DEATON WRIGHT

Strategic Business Operations leader with 10+ years of experience turning complex data into actionable growth strategies for high-growth marketplace and B2C businesses. Expert in leading cross-functional teams (Product, Marketing, Analytics, Finance) to execute critical initiatives, from customer segmentation and merchandising campaigns to performance measurement and operational scaling. Proven ability to build data-driven frameworks (SQL, Tableau, Excel) that enhance customer loyalty, increase lifetime value, and drive business performance.

## Skills

**Business Operations:** Strategic Planning | Cross-Functional Leadership | P&L Management (\$33M+) | Company Operating Systems | Strategic Planning Cycles | Process Optimization & Improvement | Stakeholder Management | Global Strategy | Innovation | Performance Frameworks (WBR, QBR) | Executive Reporting  
**Strategy:** Customer Acquisition & Retention | Pricing Strategy | Subscription & Membership Models | Promotion Management  
**Data & Analytics:** Data Analysis | Financial Modeling | Advanced SQL (Querying/Analysis) | Tableau | Power BI | Google Analytics | A/B Testing | Customer Segmentation | Advanced GSheets/Excel (Pivot Tables/Modeling) | Customer Segmentation | Cohort Analysis | Python  
**Technical Tools:** Python | Advanced Excel (Pivot Tables, Modeling) | Airtable | Microsoft Azure | Jira | Confluence | Asana | Slack

## Experience

### Bird | Spin

August 2023 - Present

#### Regional Manager (Business Operations and Strategy Lead)

Acting as the strategic owner for a \$33M portfolio, effectively functioning as the Business Operations lead for the region.

- **Company Operating System & Planning:** Designed and executed the regional operating cadence, including running weekly leadership updates and Quarterly Business Reviews (QBRs). Partnered with Finance to define budget constraints and align operational spend with company OKRs.
- **Executive Metrics & Reporting:** Built and scaled the region's reporting infrastructure using SQL and Advanced Excel, providing real-time visibility into health-of-business metrics. This reduced manual reporting time by 50% and served as the single source of truth for executive leadership.
- **Strategic Initiatives & Problem Solving:** Identified a critical efficiency gap in the regional operating model; led a cross-functional "special project" to implement system improvements that saved thousands of labor hours annually.
- **Data-Driven Decision Making:** Partnered with Data Science and Finance teams to distill complex operational data into actionable strategic pivots, directly influencing a decision to unlock a new revenue stream that exceeded initial targets by 57%.
- **Cross-Functional Leadership:** Orchestrated alignment across Product, Marketing, and Operations to execute Go-to-Market strategies for new market pipelines, ensuring all stakeholders moved in unison toward shared KPIs.

### WB Surf

Jan 2021 - Aug 2023

#### Vice President - Operations (Head of Planing and Execution)

- **Strategic Planning & Growth:** Synthesized competitive analysis and internal data to architect a new pricing and merchandising strategy, resulting in a 180% increase in revenue for key product lines.
- **Executive Stakeholder Management:** Owned the preparation and delivery of board-level presentations and executive updates. Successfully communicated strategic vision and business performance to secure buy-in for critical expansion projects.
- **Customer Lifecycle Operations:** Engineered a data-driven customer segmentation framework (using SQL/Tableau) that fueled an 80% increase in acquisition and a 15% improvement in retention.
- **Cross-Functional Alignment:** Streamlined the GTM process by establishing clear forums for decision-making across marketing, sales, and product teams, improving launch efficiency and reducing friction.
- **Service & Quality Audit:** Audited existing service delivery models and launched tiered service options based on user feedback, driving a 70% improvement in satisfaction scores (CSAT/NPS).

### Real

May 2016 - Jan 2021

#### General Manager

- **High-Growth Scaling:** Led a complex global program to overhaul core business processes across 42 countries, negotiating with partners to streamline workflows and reduce operational costs by 50% during a period of hyper-growth.
- **Business Case Development:** Authored the data-backed strategic proposal to enter a new market segment, utilizing financial modeling to secure a \$2.5 million investment and executive approval.
- **Performance Marketing Strategy:** Spearheaded a strategy leveraging customer purchasing patterns to launch targeted campaigns, driving an 80% increase in new customer acquisition.
- **Service Model Optimization:** Redesigned the customer service delivery framework by introducing tiered support options, directly improving customer satisfaction scores by 70% and reducing churn by 50%.

## Education

University of North Carolina, Wilmington BS - Business Analytics, Management and Leadership



wrightdeaton@gmail.com



(910) 585-2547