

DEATON WRIGHT

Strategic and data-driven operational leader with 9+ years of experience, including P&L ownership for major markets at Bird and Spin. Proven expert in driving operational excellence, building high-performing teams of managers, and forging key partnerships with city officials to fuel sustainable growth. Adept at leveraging data analysis (Advanced Excel, SQL) to optimize complex, real-time marketplace dynamics and exceed profitability targets.

Skills

Core Competencies: Strategic Planning | Cross-Functional Leadership | P&L Management | Market Expansion | Business Development | Process Improvement | Adaptability | Stakeholder Management | Global Strategy | Innovation

Data & Analytics: Data Analysis | Financial Modeling | SQL | Tableau | Power BI | Google Analytics | A/B Testing | Customer Segmentation

Revenue & Growth: Customer Acquisition & Retention | Pricing Strategy | Subscription & Membership Models | Promotion Management

Technical Tools: Python | Advanced Excel | Airtable | Microsoft Azure

Experience

Bird | Spin

August 2023 - Present

Regional Manager

- **P&L Ownership & Strategic Growth:** Owned full P&L responsibility for the \$33M Southeast market, driving a 15% year-over-year revenue increase while reducing operational costs by 10% through strategic vendor negotiations and labor optimization.
- **Data-Driven Operations:** Leveraged advanced SQL and Excel to build scalable reporting dashboards, translating complex data into actionable operational plans that increased team efficiency by 25% and reduced fleet processing time by 50%.
- **Operational Excellence & Innovation:** Championed operational excellence by designing and implementing a predictive maintenance program that increased fleet uptime by 25% and reduced vehicle loss/theft by 40% across a 19,000-vehicle fleet.
- **Team Leadership & Development:** Led, mentored, and scaled a high-performing team of 4 Operations Managers and 50+ indirect reports, fostering a data-driven culture that resulted in a 95% team retention rate and the promotion of 3 managers to senior roles.
- **Government & Stakeholder Relations:** Served as the primary regional liaison, partnering with the Government Relations team to successfully negotiate permit renewals with 10+ municipalities and secure 7 new suburban fleet expansion contracts.
- **Cross-Functional Strategy:** Collaborated with global product and central ops teams to pilot a new battery-swapping model, providing critical on-the-ground data that informed the company-wide rollout and improved field ops efficiency by 30%.
- **Market Expansion:** Partnered with product, marketing, and finance teams to develop and execute a go-to-market strategy for a new market pipeline, resulting in a successful launch that exceeded initial ridership targets by 57%.

WB Surf

Jan 2021 - Aug 2023

Vice President - Operations

- **P&L Leadership & Profitability:** Steered a multi-million dollar business unit to profitability by optimizing P&L management, implementing targeted cost-cutting initiatives, and driving strategic revenue growth.
- **Strategic Revenue Growth:** Authored and executed a new pricing strategy based on comprehensive market analysis that drove a 180% increase in revenue for key product lines.
- **Data-Driven Customer Acquisition:** Engineered a customer segmentation framework from the ground up, fueling an 80% increase in new customer acquisition and a 15% improvement in retention.
- **Customer Experience Overhaul:** Revitalized the customer journey by designing and launching tiered service options, resulting in a 70% improvement in satisfaction scores and a 50% reduction in customer churn.
- **Executive & Cross-Functional Leadership:** Aligned marketing, sales, and product teams to streamline the go-to-market process, securing executive and board-level buy-in for strategic initiatives through compelling data-backed presentations.

Real

May 2016 - Jan 2021

General Manager

- **Global Operations & Cost Optimization:** Led a global program to overhaul shipping processes across 42 countries, negotiating with new carriers to streamline workflows and slash average shipping costs by 50%.
- **Pricing Strategy & Revenue Optimization:** Drove a 180% increase in revenue for key service lines by translating comprehensive market analysis into a revitalized pricing and service strategy.
- **New Market Entry & Capital Funding:** Authored a data-backed strategic proposal to enter a new market segment, securing a \$2.5 million investment and aligning marketing, sales, and product teams for a successful launch.
- **Analytics-Led Customer Growth:** Spearheaded a data-driven strategy using purchasing patterns to launch targeted promotional campaigns, resulting in an 80% increase in new customer acquisition and a 15% improvement in retention.
- **Service Delivery & Customer Retention:** Revitalized the customer journey by designing and launching tiered service options, resulting in a 70% improvement in satisfaction scores and a 50% reduction in customer churn.

Education

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



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