

DEATON WRIGHT

Results-oriented and strategic business leader with over 10 years of experience in high-growth environments, specializing in building and scaling business ventures. Proven ability to lead complex programs, multiple brands, drive strategic insights from data, and align diverse cross-functional teams to achieve ambitious growth targets. Seeking to leverage expertise in analytics, operational efficiency, and storytelling to drive the expansion of Airbnb's new Services business.

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

- Leveraged advanced SQL and Excel to build scalable reporting dashboards, resulting in a 25% increase in team efficiency and providing leadership with real-time performance insights.
- Collaborated with product, marketing, and operations teams to align on a go-to-market strategy for a new market pipeline, resulting in a successful launch that exceeded initial targets by 57%.
- Partnered with data and finance teams to distill complex operational data into actionable insights, influencing a strategic pivot that unlocked a new revenue stream.
- Led end-to-end strategic initiatives to drive growth, from ideation to execution, overseeing a project that improved operational efficiency by 15% and reduced costs.
- Launched a sustainability pilot that enhanced brand alignment and refined the operating model in a major market.
- Transformed complex data-driven insights into actionable operational plans, designing system efficiencies that reduced processing time by 50% and saved thousands of labor hours.
- Mentored and developed high-performing cross-functional teams, instilling a culture of transparency and accountability that ensured the successful execution of regional growth strategies.

WB Surf

Jan 2021 - Aug 2023

Vice President - Operations

- Developed and delivered high-quality presentations to executive leadership and board members, clearly communicating strategic vision, business performance, and key takeaways to secure buy-in for new projects.
- Engineered a data-driven customer segmentation framework that fueled an 80% increase in new customer acquisition and a 15% improvement in retention.
- Revitalized the customer experience by designing and launching tiered service options, which improved satisfaction scores by 70% and reduced churn by 50%.
- Synthesized comprehensive competitive and market analyses into a pricing strategy that drove a 180% increase in revenue for key product lines.
- Streamlined the go-to-market process by orchestrating cross-functional alignment across marketing, sales, and product teams.
- Steered a multi-million dollar business unit to profitability by optimizing P&L management and implementing cost-cutting initiatives.

Real

May 2016 - Jan 2021

General Manager

- Spearheaded a data-driven strategy that leveraged purchasing patterns to launch targeted promotional campaigns, driving an 80% increase in new customer acquisition and a 15% improvement in retention.
- Revitalized service delivery and customer experience by introducing tiered service options, which improved customer satisfaction scores by 70% and reduced churn by 50%.
- Translated comprehensive market analyses into actionable pricing and service strategies, resulting in a 180% increase in revenue for key products and services.
- Optimized go-to-market speed and improved campaign cohesion by aligning marketing, sales, and product teams.
- Oversaw a complex global program to overhaul shipping processes across 42 countries, negotiating with new carriers to streamline workflows and reduce average shipping costs by 50%.
- Secured a \$2.5 million investment and executive buy-in by authoring a data-backed strategic proposal, successfully entering a new market segment.

Education

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



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