

Eric Plummer

Bloomfield, NJ 07030

(908) 872-6800

eplummer2010@gmail.com

EDUCATION HISTORY

Wake Forest University, Schools of Business

Master of Arts in Management

GPA: 3.68

May 2012

Princeton University

Bachelor of Arts in Economics

Dept. GPA: 3.2

June 2010

PROFESSIONAL EXPERIENCE

Director, Operations Analytics & Strategy

Handy

May 2020-Current

- Own the Operations P&L with responsibility for hitting growth goals, managing my budget, and forecasting
- Drive expansion and growth by creating the strategic plan for this business and owning the execution
- Analyze and measure impact by conducting data analysis and market & user research to identify opportunities
- Lead team of 5 and collaborate with product, marketing, operations and CX

General Manager, New Jersey

Oct. 2018-Mar. 2020

Operations Manager, Michigan/Ohio

Lyft

Sep. 2017-Oct. 2018

- Use data-driven decision-making to optimize grow my markets while optimizing supply and demand funnels
- Oversee local marketing, operations, public/government relations and budget management for region
- Develop and execute strategic initiative across assigned the market to gain share and increase profitability
- Manage a \$300M+ P&L and a team of 15 including analysts, operational specialists and front-line associates
- Promoted within first 12 months to lead a larger, strategic market

Manager, Strategy Consulting

Plante Moran

Sep. 2016-Jul.2017

- Developed strategic, data-driven recommendations for C-suite executives by transforming their data into insights that increase revenue, decrease excessive cost and improve operational and marketing inefficiencies
- Leverage regression modeling, financial analysis, data analysis, client interviews and surveys to create revenue forecasting models, customer segmentations, competitive analysis and strategic plans for clients
- Clients included a Fortune 100 auto manufacturer, a multi-billion-dollar investment fund, a billion-dollar retailer, a professional sports team, several manufacturing clients, several venture-backed start-ups, a large research university, and a not-for-profit

Lead Business Analyst

Capital One Financial

Jul. 2012-Jul. 2013/

Nov. 2014-Apr. 2016

- Led product, customer, financial and strategic analytics for the Capital One Wallet App which grew from no users to 2.9M Users (750K monthly active) with 40M logins and 800% YOY growth
- Developed customer segmentation of 10M+ customers by analyzing their 1B+ digital interactions and \$10B+ in transactions across Capital One's lines of business
- Led product, customer, financial and strategic analysis for mobile payments platforms including Apple Pay and Android Pay which had 1.8M users who were responsible for 5.7M transactions worth \$190M+
- Spearheaded business modeling and customer analysis for several new opportunities in digital payments

Business/Customer Analytics Manager

Ledbury, Inc.

Jul. 2013-Jul. 2014

- Developed and executed marketing initiatives including referral programs, email segmentation, and customer acquisition and retention strategies resulting in 70% customer growth, 109% email subscriber growth and 108% revenue growth during my tenure
- Managed the company’s analytics strategy by developing data-driven action plans and key performance indicators (KPIs)
- Provided CEO and COO with strategic analysis and recommendation around marketing mix alignment with target customers, retail store strategy, fundraising and potential partnerships/acquisitions

ENTREPRENERIAL EXPERIENCE

Co-Founder	Giveasy	2018-2019
<ul style="list-style-type: none"> • Built company from idea to a team of 4 that delivered a mobile application that helped schools raise money with round-up donations • Managed all aspects of the business, including product management, sales/marketing financials, and legal • Recruited first 5 school users and run test with them to understand value of product 		

Co-Founder	Sultant	2016-2017
<ul style="list-style-type: none"> • Built company from idea to a team of 6 that delivered a QuickBooks-certified product • Managed all aspects of the business, including product management, sales/marketing financials and legal • Raised \$105K to fund and grow the business 		

TEACHING EXPERIENCE

Business Analytics Instructor	General Assembly	2018-2019
<ul style="list-style-type: none"> • Planned and implemented curriculum for several online-native courses including a 2-day intensive, 8-week program and a 12-week in conjunction with baseline materials and your instructional team • Delivered instruction several days a week, including teaching, advising, and content development • Collaborated alongside GA staff in order to best meet the needs and learning styles of your students • Taught class with a total of 89 students across my 3 courses 		

Business Analytics Teaching Assistant	Springboard	2017-2018
<ul style="list-style-type: none"> • Led 1:1 with students to help them understand coursework and solve advanced problem • Worked closely with your instructional team to provide students with meaningful and prompt feedback • Contributed to the material and direction of an expanding global curriculum, ensuring the course remains cutting-edge and effective for students worldwide • Responsible for 17 students during my time with Springboard across 4 cohorts 		

LEADERSHIP AWARDS AND HONORS

MSM Advisory Board (Wake Forest, 2019-Current)	Thrive Alumni Conference Board (Princeton, 2019)
American MENSA, Member (2012-Current)	VP, Black Alumni Assoc. (Princeton, 2017-Current)
Dean’s Leadership Award (Wake Forest, 2012)	Honor Committee, Member (Wake Forest, 2011-2012)
Spirit of Princeton Award (Princeton 2010)	Captain, Track and Field Team (Princeton, 2010)

SKILLS

Expertise in Business Analysis, Financial Modeling, Digital Analytics, Statistical Analysis, Public Speaking
Technically Proficient in Excel, Access, PowerPoint, SQL, Tableau