

# Andrew Ellison

## Head of Data

Severna Park, MD | (215) 962-0617 | [AEllison8621@gmail.com](mailto:AEllison8621@gmail.com) | [linkedin.com/in/andrew-ellison-44545815](https://www.linkedin.com/in/andrew-ellison-44545815)

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## EXECUTIVE PROFILE

Strategic and hands-on technical leader whose data and analytics initiatives have directly generated \$300M+ in lifetime revenue. Expert in building modern data stack infrastructure and scaling data capabilities in fast-growing technology environments. Proven track record transforming fragmented data silos into AI-driven self-service analytics platforms that drive executive decision-making across Sales, Marketing, Engineering, Finance, and Product teams.

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## PROFESSIONAL EXPERIENCE

### **KLOUD9 LLC, Severna Park, MD (Remote)**

#### **HEAD OF DATA (DIRECTOR)** | August 2023 – Present

Delivered \$25M+ in measurable impact by transforming enterprise data environments into secure, cloud-native analytics platforms with real-time processing, governance, and AI-readiness. Scaled a remote 7-person team with 100% retention, while maintaining hands-on technical leadership and managing delivery budget.

- Defined a multi-year enterprise data strategy integrating governance, AI readiness, and modern ELT pipelines, resulting in \$35M in executive-approved funding to scale analytics capabilities.
- Rearchitected ETL processes, improving data pipeline latency by 40% while reducing licensing costs \$300K annually.
- Led enterprise-wide Snowflake data warehouse implementation unifying data lakes while enabling data modeling and real-time data processing capabilities to enhance internal analytics capabilities for 500+ users.
- Rolled out Alation metadata management and comprehensive data governance and data stewardship frameworks ensuring data quality, security, and compliance, cutting data-definition inquiries by 90%.

### **SLALOM, Philadelphia, PA**

#### **DATA AND ANALYTICS SENIOR PRINCIPAL (SENIOR MANAGER)** | January 2021 – August 2023

#### **DATA AND ANALYTICS CONSULTANT** | October 2017 – January 2021

Promoted from Consultant to Senior Principal, leading initiatives delivering \$35M+ in new revenue and \$46M in cost savings for Fortune 500 and fast-growing startup clients across retail, consumer packaged goods, healthcare, life sciences, and financial services. Built Philadelphia market Data Visualization practice, scaling to a 9-person team while working across practices to deliver enterprise analytics transformations.

- Led predictive analytics inventory optimization through Databricks/Snowflake/Tableau, achieving a 92% recall and reducing out-of-stock events and generating \$25M in documented cost savings.
- Built self-service data platforms enabling 300+ business users to access analytics independently, reducing insight delivery from 14 days to real-time.
- Aligned 22 enterprise KPIs with C-suite OKRs and developed automated reporting roadmap, cutting quarterly operations review prep by 300 hours annually.
- Established Data & Analytics Centers of Excellence with governance frameworks that provided training and data access to over 200 users while maintaining compliance and data quality.
- Researched emerging data and technology trends to identify and develop new go-to-market capability offerings, expanding service differentiation and generating \$7.5M in revenue for Philadelphia Market.

## **WOLTERS KLUWER HEALTH, Philadelphia, PA**

### **DATA VISUALIZATION LEAD | November 2014 – October 2017**

Built enterprise reporting capabilities from the ground up for a \$2B B2B healthcare SaaS company serving 1,200+ employees across multiple markets. Developed 40+ interactive dashboards that identified \$20M in new revenue opportunities and improved marketing campaign ROI by 50%.

- Created sales analytics environment that identified and helped capture \$20M in previously hidden revenue opportunities across product portfolio.
  - Implemented comprehensive campaign reporting for print and digital media, increasing ROI 50%.
  - Pioneered embedded Tableau analytics within Salesforce CRM, enabling real-time decision-making for 200+ sales professionals.
  - Partnered with the engineering team to integrate disparate data sources into Amazon Redshift data warehouse.
  - Built and maintained 40+ interactive dashboards serving Product, Sales, Marketing, and HR teams, establishing self-service analytics culture.
  - Managed two-person analyst team, responsible for upskilling and handling business analytics requests.
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## **EDUCATION**

**Master of Science in Information Systems | Penn State University**

**Bachelor of Arts in Journalism | Penn State University**

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## **STRATEGIC CAPABILITIES AND TECHNICAL EXPERTISE**

### **Data Engineering & Architecture:**

- Enterprise data strategy, cloud-based data architectures
- SQL, Python, DBT, Azure Data Factory, ETL/ELT pipelines
- Data engineering, analytics engineering, data modeling
- Enterprise data architecture, DataOps, CI/CD

### **Cloud Data Platforms:**

- Snowflake, Databricks, Amazon Redshift, SQL Server
- AWS (Certified Cloud Practitioner), Azure
- Modern data stack implementation and optimization

### **Analytics & Business Intelligence:**

- Tableau (Qualified Associate), Power BI, Looker, Sigma
- Self-service analytics platforms, embedded analytics
- Data visualization, reporting automation

### **Data Governance & Quality:**

- Data governance frameworks, data quality standards
- Alation, metadata management, compliance
- Data catalog implementation, unified data models
- Master data management (MDM), data stewardship