

# ANDY GREEN

akg83@georgetown.edu • (310) 801-7128

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## EDUCATION MAY 2021

### **GEORGETOWN UNIVERSITY** **McCourt School of Public Policy**

**Washington, DC**

Master of Science in Data Science for Public Policy Candidate (MS-DSPP)

- Cumulative GPA: 3.92/4.00
- Relevant Coursework: Data Science II: Applied Statistical Learning, Accelerated Statistics for Public Policy II, Intermediate Microeconomics, Public Management

MAY 2014

### **UNIVERSITY OF MICHIGAN** **Stephen M. Ross School of Business**

**Ann Arbor, MI**

Bachelor of Business Administration (BBA)

- Cumulative GPA: 3.78/4.00
- Emphases in Corporate Strategy and Marketing
- Studied Strategy at WHU-Otto Beisheim School of Management in Koblenz, Germany and City University in Bratislava, Slovakia

## EXPERIENCE

JANUARY 2020 –  
PRESENT

### **Massive Data Institute** **Research Assistant (Part-time)**

**Washington, DC**

- Collected data on 2020 congressional election candidates using web scraping techniques in R and Python.
- Wrangled and analyzed data using cosine similarity and other analytical methods in R and Python.

SEPTEMBER 2019 –  
DECEMBER 2019

### **Center for Retirement Initiatives** **Research Assistant (Part-time)**

**Washington, DC**

- Wrote, edited, and conducted research for various reports and articles being published by the center.
- Researched state-level activity on retirement savings program, ensuring the center's website was continually updated with the latest information on program developments.
- Reviewed publications from other research organizations, mapping out data sources and information pertinent to future analysis on retirement-related issues.

OCTOBER 2015 –  
MAY 2019

### **LIDL US** **Promotions Manager / Senior Promotions Manager**

**Arlington, VA**

- Created and implemented the enterprise-wide promotional strategy for Lidl's expansion into the US market, growing the promotional business to \$91M in annual sales from scratch. My team was in charge of planning all limited time offers, seasonal assortments, price discounts, off-shelf store placements, and the content of the weekly flyer, for all categories across the store.
- Developed and implemented a comprehensive set of team processes, leveraging best practices from Lidl's international organization and adapting them to meet the unique demands of the US market, establishing my team's role within the organization.
- Completed comprehensive financial planning, responsible for both tops-down annual planning and bottoms-up weekly demand planning, ensuring accurate forecasts and healthy financial performance.
- Fostered career development and allocated workload as the leader of a team of direct reports, ensuring all objectives were met and talent was effectively managed and developed.
- Monitored competitors' flyers, seasonal assortments, and merchandising strategies as part of in-depth analysis of the US grocery market, ensuring that Lidl's promotional offerings were precisely targeted for the US consumer.

AUGUST 2014 –  
SEPTEMBER 2015

### **TARGET CORPORATION** **Business Analyst / Senior Business Analyst**

**Minneapolis, MN**

- Managed inventory portfolio for shampoo, conditioner, and hair styling products across the entire chain and online – a \$739M business with over 1,400 SKUs and \$100M of average inventory. Delivered instock results 50 BP better to goal, while simultaneously reducing average inventory by \$9M over the fiscal year.

- Forecasted future demand for promotional events in a category highly sensitive to promotional activity and complex discount layering, improving promotional instocks by 300 BP. Designed an automated tool to accurately predict the extent of discount layering, receiving approval from company “best method council”.
- Conducted department-wide analysis of inventory allocation relative to sales and developed actionable recommendations, leading to over \$6M of unproductive inventory reduction.
- Successfully executed the launch of over 350 new items and 22 endcaps, setting above instock goal in every cycle and helping drive strong YOY sales growth of 8%.

**JANUARY 2014 –  
APRIL 2014**

**UNIVERSITY OF MICHIGAN**

**Ann Arbor, MI**

**Business Economics Tutor (Part-time)**

- Held weekly office hours and tutoring sessions for students enrolled in course BE 300 - Applied Microeconomics.
- Graded students' homework assignments and case studies submitted as part of the course.

**JUNE 2013 –  
AUGUST 2013**

**TARGET CORPORATION**

**Minneapolis, MN**

**Business Analyst Intern**

- Analyzed sales and gross margin data across 1700+ stores to determine which categories perform disproportionately well in segmented markets, allowing for more efficient allocation of resources and maximizing return on investment.
- Pinpointed most valuable inventory improvement opportunities in segmented markets and developed replenishment strategies, leading to a potential recuperation of over \$6.7 million in lost sales.
- Identified an entirely new segmentation opportunity and determined the most effective target markets in which to implement appropriate strategies, leading to a reclassification of over 40% of stores in the chain.

**SEPTEMBER 2012 –  
DECEMBER 2012**

**COMMUNITY CONSULTING CLUB**

**Ann Arbor, MI**

**Consultant (Volunteer)**

- Collaborated with a team of 5 MBA students to develop a strategic marketing solution for the University of Michigan Museum of Art, increasing yield for their membership program.
- Surveyed local market to identify different segments and align them with various strategies, ensuring that future marketing efforts would be targeted effectively.
- Conducted industry research to benchmark the museum's membership program against similarly placed entities, developing a comprehensive list of best practices.

**JUNE 2012 –  
SEPTEMBER 2012**

**COMPASS LEXECON**

**Pasadena, CA**

**Economic Consulting Intern**

- Reviewed and analyzed antitrust litigation case documents as part of engagement on current M&A transaction, synthesizing information for use in statistical and economic analysis.
- Utilized Stata programming to create and manipulate data sets for useful analysis in merger simulation.

**COMMUNITY  
INVOLVEMENT**

- Data Viz Editor for the Georgetown Public Policy Review (2019-2020)
- Volunteered screening candidates for Run for Something (2018)
- Volunteered tutoring children after school for People Serving People homeless shelter (2015)
- Founded michiblogs.com, a website that aggregated blogs and other creative content produced by University of Michigan students (2012-2013)
- Vice President of Pi Kappa Phi Fraternity at the University of Michigan (2012)
- Member of Development Committee and participant in Dance Marathon (2011-2012)
- Volunteered delivering meals for Meals on Wheels (2009)
- Participated in YMCA Youth and Government Program (2007-2008)

**RECOGNITION &  
AWARDS**

- Received Target Senior Vice President award for the Health and Beauty Division for leadership across the division in improving promotional inventory management (2015)
- Received the Community Consulting Club's “Best Project” award from a panel of judges from the Boston Consulting Group (2012)
- Finalist in McKinsey & Company BBA Case Competition (2012)
- Finalist in MPowered Entrepreneurship 1000 Pitches Competition (2010)

**TECHNICAL SKILLS**

- R, Python, Tableau, VBA

