

# Blake Burch

## Data Strategy + AI Leader

 Austin, TX

 [jobs@blakeburch.com](mailto:jobs@blakeburch.com)

## TECHNICAL SKILLS

### Data Storage

- S3/GCS/R2
  - BigQuery
  - PostgreSQL
  - Redshift
  - Snowflake
  - Databricks
- dbt (Cloud/Core)
  - Fivetran
  - Hightouch
  - Hex
  - Metabase
  - Tableau

### AI

- Anthropic
- Cursor
- Midjourney
- Ollama
- OpenAI

### Product

- Arcade
- Betterstack
- Hotjar
- Intercom
- Retool
- Segment

### Data Management

- Bash
- GitHub
- HTML/CSS
- Python
- SQL

### Programming

- Descript
- Docusaurus
- Figma
- Ghost
- Sanity.io
- Webflow

### Web/Design

- OpenTable
- Robert Half
- Sephora
- Travelocity

## OUTSIDE INVOLVEMENT

ATX Tabletop Event Organizer (2023-Now)

Improv Musician at Hideout (2025-Now)

ATX Data Meetup Organizer (2023-2025)

Board Game World Series Finalist (2024)

Uplimit Data Curriculum Creator (2023)

## CLIENT EXPERIENCE

- Cirque du Soleil
- GAP Inc.
- H-E-B Grocery
- Mindbody
- OpenTable
- Robert Half
- Sephora
- Travelocity

## EDUCATION

 **TCU - B.B.A**  
Fort Worth, TX

**Majors** - Marketing, Entrepreneurial Management

**Minor** - Music

Seasoned leader with 10+ years experience building high-performance teams focused on analytics, automation, and data-driven results. Entrepreneurial mindset enables seamless adaptation between IC or management roles. Seeking data leadership role at a mission-driven company ready to scale with bold and innovative approaches.

## WORK EXPERIENCE

### Analytics Engineer (Feb 2025 - Now)



First analytics hire for Roboflow, a B2B SaaS platform for building and deploying Vision AI.

- Restructured financial reports in 60 days, enabling realtime updates with custom logic.
- Built and automated 100+ dbt models to unify datasets across finance, product, sales, and marketing with a medallion architecture, syncing final results to Salesforce.
- Developed ad-hoc ETL scripts for sales enrichment and missing datapoints.
- Created internal tools to identify and triage high cost queries, cutting spend by 30%.
- Led product initiative to increase conversions, resulting in +42% CVR in 3 months.
- Created and trained AI Agents to autonomously handle sales and support requests.

### Co-founder, Data & Product (Jun 2019 - Aug 2024)



Shipyard was a low-code data orchestration tool, competing with Astronomer and Prefect.

- Owned data, product, and business roadmap to scale the tool to over 2,600 organizations, executing 4.6mm enterprise-grade workflows with 99.9% uptime.
- Managed data pipelines and analyzed product insights using a mix of Segment, Fivetran, dbt, June, and Metabase to increase signups, MAU, and retention.
- Developed 155 open-source Python ETL integration packages across 40 data tools.
- Experimented with OpenAI and Anthropic APIs to design new "Words to Workflows" and "Conversations as Code" features to simplify the product experience.
- Hired and grew a remote team of 11 across Data, Engineering, Marketing, and Sales.
- Represented the brand publicly for 20+ podcasts, webinars, conferences, and panels.
- Spearheaded security efforts to achieve SOC2, HIPAA, GDPR, and CPRA compliance.

### Head of Data Services (Apr 2018 - Jun 2019)



### Data Science Lead (Apr 2016 - Apr 2018)

PMG is a full-service agency that builds in-house technology to power client's digital ads.

- Established PMG's Data Services division (Engineering, Science, Activation), managing a team of 12 that designed data architecture, built ML algorithms, created dashboard templates, and deployed scalable solutions for 30+ high profile clients in 5+ industries.
- Managed monthly processing of ~1.2TB across 15+ tools to create standardized datasets, enabling 53k automated jobs and powering 80% of agency data usage.
- Reported directly to the CEO, developing long-term strategic vision for cross-functional Data Science, Predictive Analytics, Machine Learning, and AI initiatives.
- Created agency-wide training curriculum for data literacy, SQL, and data usage.
- Led data strategy while acquiring and onboarding new clients. Responsible for written RFP responses, presentation development, on-site pitches, and project planning which helped bring in new clients with a total yearly digital spend of \$220mm+.

### Sr. Marketing Manager (Mar 2015 - Apr 2016)



### Marketing Manager (Jan 2014 - Mar 2015)

- Restructured and maintained the distribution of 90+ global structured data feeds containing over 700k products daily, powering 17% of our client's digital media spend.
- Managed and forecasted global digital marketing efforts for high-profile clients in the Retail, Service, and Travel industry with yearly budgets totaling \$20mm+.
- Drove 70%+ digital revenue growth two years in a row for my client while also generating \$500k in yearly agency revenue with only one attributed FTE.



### How I Connect

[bburch.my/socials](http://bburch.my/socials)



### How I Write

[bburch.my/blog](http://bburch.my/blog)



### How I Operate

[bburch.my/readme](http://bburch.my/readme)



### How I Think

[bburch.my/speaking](http://bburch.my/speaking)