

# Blake Burch

Data Strategy + AI Leader

 Austin, TX

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 512.774.5102

## Technical Skills

### Data Storage      Data Management

- AWS S3
- BigQuery
- GCS
- PostgreSQL
- Redshift
- Snowflake
- dbt (Cloud/Core)
- Fivetran
- Hightouch
- Looker Studio
- Metabase
- Tableau

### AI      Programming

- Anthropic
- Cursor
- Midjourney
- Ollama
- OpenAI
- Bash
- GitHub
- HTML/CSS
- Python
- SQL

### Product      Web/Design

- Arcade
- Betterstack
- Hotjar
- Intercom
- Retool
- Segment
- Descript
- Docusaurus
- Figma
- Ghost
- Sanity.io
- Webflow


## Outside Involvement

ATX Data Meetup Organizer (2023-Now)  
Tabletop Event Organizer (2023-Now)  
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

Self-taught technologist and seasoned leader with 10+ years experience building high-performance teams focused on automation, analytics, and data-driven results. Expert in strategy, process improvement, and effective experimentation. Entrepreneurial mindset that enables seamless adaptation between IC or management roles. Seeking a mission-driven company ready to scale with bold and innovative approaches.

## Work Experience

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

 Shipyard

Shipyard was a DataOps platform that helped teams launch, monitor, and share data workflows end-to-end. After 5 years, the decision was made to close operations.

- Owned product and business strategy to build DataOps tooling from the ground up.
- Managed and analyzed product data insights using Segment, Fivetran, dbt, June, and Metabase to grow MAU and increase retention.
- Hired and grew a remote team of 11 across Data, Engineering, Marketing, and Sales.
- Created process to develop 150 open-source, ETL templates across 40 data tools, where updates could be instantly synced across the website, app, PyPi, and docs.
- Developed AI initiatives of "Words to Workflows" and "Conversations as Code" to streamline user time to value and simplify application functionality.
- Designed, built, wrote, and optimized website content across Webflow, Ghost, and Docusaurus to pull in 8k monthly visitors with a 51 DR score.
- Represented the brand publicly for 20+ podcasts, webinars, conferences, and panels.
- Spearheaded processes to achieve SOC2 Type II, HIPAA, GDPR, and CPRA compliance.

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

 PMG Digital Agency

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

PMG is a full-service digital media company that specializes in technology development to help Fortune 1000 clients with advertising needs for Search, Social, and Display.

- Established PMG's Data Services teams (Engineering, Innovation, Activation) who designed data architecture, created scalable solutions, templated dashboards, built algorithms, and implemented best practices across 30+ high profile clients in 5+ industries. This included orchestrating 53k jobs and processing ~1.2TB monthly.
- Reported directly to the CEO, developing long-term vision and project plans for agency-wide opportunities in Data Science, Predictive Analytics, Machine Learning, and AI.
- Hired and managed the career growth of 12 cross-discipline individuals.
- Partnered with Development, Product Management, Analytics, Account Services, and Leadership teams to identify client/industry problems, scope out potential solutions, and plan new development and testing initiatives.
- Created agency-wide training and certification curriculum for data literacy and usage.
- Assisted with agency data strategy throughout the acquisition and onboarding phase of new clients. Responsible for written RFP responses, presentation development, on-site pitches, and project planning. My efforts helped bring in 5 new clients, with a total yearly digital spend of \$220mm+.

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

 PMG Digital Agency

### 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.
- Partnered with development to create and test internal tools for analytics automation.
- Presented industry and performance updates to clients and co-workers each month.



How I Connect

bburch.my/socials



How I Write

bburch.my/blog



How I Operate

bburch.my/readme



How I Think

bburch.my/speaking