**BRIAN T. TOUCHTON**

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**MARKETING SCIENTIST**

Experienced **Marketing Scientest** who tackles complex assignments, meets tight deadlines, and delivers superior performance. Combines skills from three key disciplines - business analysis, data warehousing, and predictive modeling acumen – to provide data driven strategic analysis to key executives. Operates with integrity, sense of urgency, and excels in a fast paced setting.

**Core competencies include:**

Campaign Management \* Marketing Efficiency Reporting \* Segmentation \*Predictive Modeling

Data Warehousing \* SQL \* Python \* Tableau\* Data Overlays

Client Relations \* Strategic Planning \* Forecasting \* Project Management

**PROFESSIONAL EXPERIENCE**

**LITYX LLC \* Charlotte, NC \* 2017 - Present**

Flagship hosted product LityxIQ empowers clients to deliver AI-based business solutions efficiently and at-scale.

**Principal Consultant-** Provide analytic & strategic consulting support to AARP and assist with initiative to be digital first. Work with CSN-States, Fun&Fulfillment, MSA (Marketing Services & Analytics), DAG (Data Analytics Group), and ODEI in support of local strategy.

**CARDEROCK CONSULTING \* Concord, NC \* 2002 – Present**

A boutique provider of database marketing services to Fortune 100 financial services companies across multiple product verticals including bank, mutual fund, and insurance companies. Strong experience in lending and use of credit bureau data for risk and marketing. B2C and B2B acquisition, retention, & customer cross-sell/upsell.

**Principal-** Hire, train, manage a team of programmer analysts & IT personnel to execute marketing campaigns, track & report on results, and make informed recommendations to improve ROI. Leverage BI tools to implement OLAP web-based reporting.

* Worked with auditors to build PCI-compliant cloud environment in enterprise class data facility to facilitate processing & hosting of millions of records of customer data.
* Designed and implemented preapproved acquisition lending program for large national bank generating hundreds of millions in incremental balances. Stored credit bureau data and guided builds of dozens of neural net models.
* Created web-based OLAP application for B2B client providing dashboards for executives and drillable report templates for business analysts to guide spending on $5mm marketing budget

**QUAERO, LLC \* Charlotte, NC \* 1999 – 2002**

Founded in 1999, Quaero is a marketing services company providing solutions that enable clients to accelerate customer value, improve customer relationships, and increase profitability with relevant and timely multi-channel customer interactions. Clients include Fortune 500 companies in pharma, retail, telco, hospitality, and finance. Quaero grew to over 70 employees by 2002 and was sold to CSG systems for $25mm in 2008.

**Chief Analytical Officer-** Third hire for this startup. Charged with building the analytic practice. Integrated campaign management systems as well as oversaw the build & implementation of models at multiple key client sites.

**First Union(Wachovia) \* Charlotte, NC \* 1996 – 1999**

**Vice President – Knowledge Based Marketing** Helped build marketing datamart. Managed team of corporate analysts and marketing scientists supporting over 14 product lines and 12 state banks in a heavily matrixed organization.

**Datalabs USA \* Rockville, MD \* 1989 – 1996**

**Director Analytics –** Began as programming analyst, learning data processing, reporting, and eventually neural net modeling working with large direct mailers (Commercial Credit mailing 50mm pieces a year, Travelers, Fidelity, MBNA credit card & more)

**EDUCATION**

Bachelor of Arts \* University of Maryland \* College Park, MD \* 1989