CHRIS CARSON
Head of Data | Data Leader | AI & LLM Product Builder
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PROFESSIONAL SUMMARY

Results-driven data leader with 12+ years of experience transforming organizations through data-driven solutions. Expert at connecting short-term tactical wins to long-term strategic value while improving data driven decision velocity with lean teams.

CORE COMPETENCIES

Technical: SQL, Python, DBT, AWS (Redshift, Kinesis, Lambda), Airflow, LLMs, RAG, JavaScript/TypeScript (basic)

Business Impact: Data Strategy (from ingestion to viz), Product Analytics, Cost Optimization, Long-term Value Creation, Process Automation, Proof-of-Concept Development, Data Democratization

Leadership: Team Management (6 members), Distributed Workflows, Strategic Roadmapping, Cross-functional Collaboration, Servant Leadership, Entrepreneurial Ownership, Executive Leadership

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PROFESSIONAL EXPERIENCE

HEAD OF DATA | Sibi | Pheonix, AZ | Oct 2020 - Present
Leading 6-member team (3 data engineers, 3 BI analysts) in fast-paced, product-driven environment

- Transformed data culture by implementing comprehensive Tableau reporting suite, standardizing request processes, and deploying self-service analytics tools that enhanced cross-departmental access to insights
- Architected Buscar, an AI-driven text-to-SQL tool with RAG/LLMs, achieving 90%+ internal adoption (60 DAU), saving $100K+ annually, reducing turnaround time from hours/days to minutes, now rolling out to customers
- Oversaw migration to event-driven architecture on Redshift/Kinesis, implementing data contracts enabling near real-time availability and substantially improved pipeline reliability
- Led team to 2025 company hackathon victory with VibeCHECK, processing 100% of customer conversations across multiple platforms (Intercom, Helpscout, Aircall), enabling client and operations teams to identify and resolve customer service issues much faster through integrated feedback analysis
- Pioneered end-to-end warranty registration solution for major HVAC manufacturer, building automated pipelines across disparate distributor data streams, identifying critical process gaps, and developing operational remediation workflows that improved warranty success rates and strengthened strategic partnership
- Regularly partner with Product, Engineering, and Business teams to align data strategy with company goals, driving focus and reprioritization based on actual voice of customer insights, trend changes, and relevant market insights

FOUNDER & CEO | SnackShare | Austin, TX | Jan 2019 - Aug 2021
Scaled grocery marketplace to $120K annual revenue and profitability

- Designed marketplace app (w/ technical co-founder) with inventory management, payment, and delivery systems, hitting 250+ weekly deliveries
- Managed all aspects of financials
- Streamlined supply chain with 7,500 sqft licensed food storage warehouse to facilitate just-in-time inventory management
- Led 10-15-person team across delivery, warehouse, and marketing, optimizing logistics

DIRECTOR - PROJECT MANAGEMENT | Main Street Renewal | Austin, TX | Oct 2018 - Apr 2019
Drove efficiency across 25 markets

- Built a centralized turnover/pre-leasing process for 10,000+ homes across 25 markets, reducing largest line item expense bucket by 30% (utilizing LSS framework)
- Aligned exec/cross-team efforts, managing P&L for turnover, repairs, maintenance across all branches

AREA MANAGER | Main Street Renewal | Denver, CO & St. Louis | Sep 2017 - Oct 2018
Turned around 600+ home portfolio with 12-person team

- Improved net operating income by 25% in 6 months, lifting branches to top quartile
- Launched new market in 45 days, setting up office, team, network, and workflows
- Stabilized portfolio across KPIs and P&L metrics

SENIOR DATA ANALYST - STRATEGY & ANALYTICS | Main Street Renewal | Austin, TX | Mar 2015 - Sep 2017
Optimized analytics for $120M portfolio securitization

- Saved $1M+ in property taxes across 5 states (15 counties) via appeals
- Corrected inflated expense reporting via new categorization
- Validated underwriting for investors, co-managing $120M securitization
- Built out Tableau reporting suite, streamlining decisions

EDUCATION & CERTIFICATIONS
University of Colorado Boulder - B.A. Economics
In Progress: Data Engineering Certificate - Joe Reis/Deeplearning.ai (2024)

PREVIOUS EXPERIENCE

Financial Writer | StreetAuthority LLC | Austin, TX |
- Authored data-driven financial content
Derivatives Trader | Eldorado Trading Group | Denver, CO |
- Executed trades in volatile markets
Equity Analyst | Capital Peak Advisors | Boulder, CO |