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

- Elevated data to first-class citizen org-wide, architecting strategy and building a high-performing data team that boosted data-driven decision-making, and transformed team focus to scalable upstream data prep (to be used w/ LLMs), prompting, and enhancing pipeline reliability to be used by our data products and services
- Developed and implemented AI-driven text-to-SQL tool with RAG/LLMs and developed Buscar, a customer-facing data search, achieving ~100% internal adoption while cutting one-off reporting requests by >50% and accelerating analytics workflows. 60 DAU internally, and rolling out to all customers externally
- Oversaw restructuring of data warehouse to event-driven architecture on Redshift/Kinesis, improving integrity
- Balanced daily code deployments with exploratory projects driving high-impact outcomes
- Won 2025 hackathon with VibeCHECK, processing 100% of customer conversations and streaming insights from multiple sources (Intercom, Helpscout, Aircall, Transcripts) – currently live internally, iterating with product to extract maximum value
- 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

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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

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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 |
- Analyzed equity portfolios

INTERESTS |Backcountry Snowboarding, Backpacking, Investing, Soccer (Prem, MLS, Champions), Street Art (@heytherepono), Travel & Food