

CHRIS GONZALEZ

SENIOR DIRECTOR OF DATA & TECHNOLOGY

DATA STRATEGY • PLATFORM LEADERSHIP • ANALYTICS & AI

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PROFESSIONAL SUMMARY

Senior data and technology leader with 10+ years of experience building, scaling, and leading data platforms, analytics organizations, and applied data science initiatives. Proven ability to translate complex technical systems into business outcomes, influence executive decision-making, and drive measurable growth across revenue, operations, product, research, and customer experience.

PROFESSIONAL EXPERIENCE

Senior Director of Technology / Director of Data Science and Strategy

Dentologie | Chicago, Illinois



November 2022 – Present

- Owned enterprise-wide data strategy spanning data engineering, analytics, data science, marketing technology, and product data.
- Built and scaled a modern cloud-based data platform supporting real-time streaming, analytics, and operational workflows across all departments.
- Partnered with C-suite and senior leadership to define KPIs, guide investment decisions, and operationalize analytics into daily decision-making.
- Led initiatives that directly increased booked revenue, reduced operational waste, and improved patient and staff experience.
- Established automated reporting and self-service analytics, eliminating manual Excel-based workflows across the organization.
- Oversaw development of predictive models and experimentation frameworks used in marketing, operations, and clinical workflows.
- Designed and launched data-powered products including patient portals, personalized communications, and automated billing systems.

Senior Data Scientist / Consultant

BuiltIn | Chicago, Illinois



June 2022 – April 2023

- Led applied machine learning initiatives supporting personalization, customer retention, and sales enablement.
- Partnered with product, sales, and customer success leaders to deploy predictive models into production workflows.
- Improved engagement, conversion, and retention metrics through data-driven experimentation and automation.

Senior Data Scientist

Next College Student Athlete | Chicago, Illinois



April 2015 – December 2021

- Built and scaled data science and analytics capabilities supporting sales, marketing, and executive leadership.
- Managed a team of 6 staff including data engineers, data scientists, data analysts, and project managers across sales, marketing, product, customer service, and research departments.
- Developed predictive models that materially improved sales efficiency and revenue conversion.
- Recognized with Company MVP award for impact during critical growth and COVID response period.
- Drove company strategy via weekly meetings with C-Suite executives and senior directors.

EDUCATION

Master of Computer Science



The University of Texas at Austin

Graduated: 2022

Master of Economics and Finance



Duke University

Graduated: 2014

Bachelor of Applied Mathematics

The University of Texas at Austin

Graduated: 2012

Bachelor of Economics

The University of Texas at Austin

Graduated: 2012

CORE TECHNOLOGIES

- Python • SQL • R • Airflow • Kafka • DBT • Redshift • Snowflake • AWS • R Shiny • EC2
- Power BI • REST APIs • Lambda • Docker • Postgres • GitHub • SFTP • Javascript • DynamoDB

CORE LEADERSHIP & BUSINESS ACUMEN

- Data Strategy & Architecture • Executive Stakeholder Management • Platform Scaling • Applied Machine Learning • Analytics & BI • Cloud Infrastructure (AWS) • Team Leadership & Mentorship • Product & Growth Analytics • Sales & Marketing Expertise