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Data Analytics | Business Operations | Team Management

Proven Data Analytics Leader with over a decade of experience transforming raw data into actionable insights to drive growth and operational excellence in early-stage SaaS companies. Adept at building robust data systems, optimizing analytics processes, and enabling organizations to achieve measurable outcomes. At Xola.com, established the company's data infrastructure and analytics team from scratch, ensuring scalable solutions that aligned with company-wide goals. Partnered closely with the CEO since 2017 to drive a wide range of strategic initiatives, build and manage teams, and achieve multi-year company-wide objectives.

Data Analytics Technical Skills

Programming (SQL, R, LookML) • Business Intelligence Tools (Looker, Metabase) • Data ETL Tools (Fivetran, Stitch, DBT)

Business Operations Core Competencies

Strategic Planning & Execution • Cross-Functional Leadership • OKRs & KPIs Establishment • Project Management • Hiring & Recruitment • Team Management & Development • Business Process Improvement • Team Formation & Scaling

PROFESSIONAL EXPERIENCE

Xola • San Francisco, CA • Jan 2016 to Dec 2024

Director of Data Analytics & BizOps

Jun 2019 – Dec 2024

- Progressed from Founding Data Scientist to leading and managing a team of two data professionals, overseeing recruitment, mentorship, and project delivery.
 - Established and managed a JIRA data ticket Kanban board, processing 500+ data tickets over my tenure, delivering reports, dashboards, data pulls, data infrastructure enhancements, and diverse data projects for the entire organization.
 - Extended data infrastructure to power core analytics in the Xola Admin Console and Xola Advanced Customer Reporting.
 - Oversaw the operations and management of the data function, aligning priorities with organizational goals and ensuring efficient execution of data projects.
- Led a cross-functional team of 15 members, including, data engineering, data enrichment, marketing, people operations and website development staff, to ensure seamless project execution and drive company growth initiatives.
- Spearheaded the strategic expansion of Xola's Serbia Satellite Office by forming two high-performing technical teams in Novi Sad, resulting in 70% savings in staffing costs as the primary U.S.-based business leader.
 - Established and managed a data enrichment team of five members focused on market segmentation and lead enrichment/ranking for the North American tours and experiences market, resulting in sourcing 80% of new business from 2021 to 2024.
 - Established and managed a seven-member internal marketing agency, developing and maintaining customer websites and branding, leading to 250+ SMB website launches and a 15% increase in total revenue linked to Xola-managed websites.
- Served as the primary leader for company-wide planning cycles, facilitating all annual, quarterly, and sprint cadence meetings, while introducing and integrating OKRs with business sprints to enhance performance and productivity.
- Served as interim Head of Marketing from 2020-2023, overseeing Xola.com's rebranding and website launch, doubling the content marketing team, and tripling content output to 250+ new landing pages and blog posts, resulting in a significant boost in organic traffic and brand visibility.
- Served as interim Head of People 2020-2023, expanded cross-functional team from 55 to 90 employees in 2022 and implemented Rippling/Leapsome platforms to enhance operational efficiency and employee engagement.

Founding Data Scientist

Nov 2016 – Jun 2019

- Created Xola's first unified data layer using Stitch, DBT, and BigQuery, integrating data from internal systems and platforms like HubSpot and Stripe to enable reporting, dashboards, and analysis across previously siloed datasets.

- Brought Looker to Xola in 2017; built initial data models and training materials to foster adoption. Looker is now used by dozens of internal team members and also powers customer reporting and investor reporting.
- Developed company-wide and departmental reporting, equipping management and internal teams with robust analytics to track performance, measure outcomes, and drive informed decision-making.
- Through independent analysis, developed and implemented pricing model forecasts to facilitate transition from a subscription-based to a usage-based pricing strategy. Equipped management with critical insights that contributed to a 3X increase in company revenue within 18 months.
- Through independent analysis, built a lead value prediction algorithm that ranked the North American Tours and Activities leads in our CRM from highest to least revenue generating leads allowing the Sales and Marketing team be more targeted with campaigns.

Customer Success Manager

Jan 2016 – Nov 2016

- Managed end-to-end customer success operations for large enterprise accounts, including Jack Daniels, managing the onboarding, training, and strategic account growth to drive client satisfaction and retention.
- Collaborated cross-functionally with success, onboarding, and support teams to streamline the customer experience and address client challenges proactively, achieving improved stakeholder engagement.

Boundbound • San Francisco, CA • Jan 2015 to Dec 2015

Data Analytics Associate

Jan 2015 – Dec 2015

- Developed and optimized SQL queries to support cross-functional teams in generating reports and dashboards, enabling data-driven insights and actionable metrics across various business functions.

Lean Out Inc. • San Francisco, CA • Jun 2010 to Jun 2014

Founder & Head Athletic Trainer

Jun 2010 – Jun 2014

- Founded and headed a fitness business, delivering personalized training, group classes, boot camps, and corporate wellness programs.
- Innovated and launched tailored health and wellness programs, such as CrossFit boot camps and corporate wellness initiatives, resulting in improved client health outcomes.
- Supervised all aspects of business operations, including marketing, sales, program development, and customer service, securing continuous profit growth over three years.

The Message Center • San Francisco, CA • Jan 2007 to Nov 2010

Technical Support Manager

Jan 2007 – Nov 2010

- Managed incoming support tickets and calls, providing timely resolutions to technical issues while ensuring high customer satisfaction and adherence to service level agreements (SLAs).
- Recruited and guided a dedicated team of three support specialists by cultivating a collaborative environment that prioritized continuous growth and skill development.

EDUCATION

Master of Business Administration (MBA) in Business Intelligence • University of San Francisco (2016)

Bachelor of Science (BS) in Exercise Science • California State University, East Bay (2009)

TRAINING & CREDENTIALS

Chief Operating Officer (COO) Course • Operations Nation (2024)

Advanced Growth Strategy • Reforge (2021)

Data Science Bootcamp • Springboard (2017)

CrossFit Level 2 Trainer, CrossFit Barbell, CrossFit Football, CrossFit Nutrition, NSCA • (2008-2011)

NOTABLE ACCOMPLISHMENT

CrossFit Games Athlete • Ranked Top 100 in World (2008)