**CHARLES “CHUCK”**  **SAMPLE**

861 Highview Ave, Glen Ellyn, Illinois 60137 | (630) 441-2885

[chucksmpl228@gmail.com](mailto:chucksmpl228@gmail.com) | www.linkedin.com/in/chuck-sample

**SUMMARY**

I am an innovative, energetic executive leader who unleashes the power of companies’ data and analytics assets while building top-performing teams tangibly driving organizational revenue, profit, and growth. I believe leadership success requires a servant-minded approach and collegial culture.

My passion is advising business executives and their teams to facilitate data-centric innovation through an agile-led, product-oriented, and clearly governed discipline that is collaborative, cross-functional and business results-driven. I pride myself in enabling and continuously improving a strong, literate data and analytics business culture that thrives on pragmatic problem-solving and a ‘fail-fast’ approach to experimentation. Listening to the business, staying abreast of market innovation wherever it occurs, and translating that to new scalable analytic products have been the keys to my success.

**Key Strengths:**

Analytics and Data Strategy • Data Science • AI Governance & Implementation • Cloud Data Management/Migration, Governance & MDM • Demand Forecasting • Business Intelligence

Pricing and Promotion • Digital Campaign Management • Primary Research • Assortment Rationalization • Supply Chain Network Optimization • Agile Scrum & SAFe • Software Product Development • P&L Management • Staff & Cross-functional Team Development

**EXPERIENCE**

*PELLA CORPORATION, Pella, Iowa*

***Head of Data, Analytics & AI (CDAO)****, 2022-2024*

Revolutionized and consolidated Pella’s data ecosystem (including data architecture, engineering, governance, business intelligence, data science and AI) into one cohesive service model to support Pella as an enterprise function. Developed business case, secured executive approval for multi-year funding and implemented an integrated roadmap for the modernization of enterprise analytics, AI and self-service BI.

* Led design and building of cloud enterprise data model, migrating data across multiple segregated environments into MS Azure Data Bricks environment to create a certified, trusted ‘source of truth’.
* Rebuilt & relaunched robust multi-tiered, federated, business-led Data Governance model.
* Implemented Informatica’s IDMC MDM/360 and Governance apps along with Alation’s Data Catalog to enable a robust self-service support structure pairing analyst/engineers and stewards by data domain.
* Consolidated BI applications into a modernized cloud-supported structure with Microsoft Power BI and Sigma Computing, retiring predominant and disparate legacy on-prem systems.
* Launched a robust, long-term data literacy campaign with a multi-persona deployment strategy .
* Designed business case and built AI Office including dedicated, cross-functional delivery teams and Executive Steering and Governance committees focusing on short- and long-term business use case prioritization, pilot structuring, policies and governance.
* Worked with business function leaders/executives to launch multiple Generative AI and Computer Vision pilots yielding pragmatic, ROI -focused, rapidly scalable products.
* Served on several long-term executive Steering Committees for the modernization of Manufacturing, Sales, HR, and Finance systems and integrated process design.
* Rebuilt, proto-typed and launched sophisticated predictive/adaptive demand generation engine fueling the enterprise demand planning function and significantly improving business trust in granular forecasting.
* Co-led Agile introduction and roll-out throughout the company with a focus on role-modeling the data and analytics function, fully integrating skill sets into cross-function, business-led product teams.

*US FOODS, Rosemont, Illinois*

***VP, Analytics and Data Sciences (CDAO)****, 2017-2022*

Established corporate insights and analytics function (70-plus employees), with enterprise responsibilities spanning data sourcing and commercialization; data governance and provisioning; business intelligence reporting, data literacy; data science and analytics engineering; and ML/AI R&D and software development (Food Genius acquisition). Managed $40 million P&L. Led acquisition and rollout of AWS cloud data ecosystem, including key applications (i.e., data warehouse, data visualization, scalable operational reporting, metadata management, forecasting engine, data quality, and governance).

Oversaw CRM strategy/applications for 3,500-plus sales organization (Salesforce and CRM Analytics). Built BI and data governance discipline, including data literacy team as well as cross-functional data community of practice and business-led data steward network. Managed third-party conducted continuous NPS tracking study, annual market assessment, and ad hoc customer industry segment analyses. Implemented first Agile-based, product-driven operating model.

* Led cloud-first technology transformation and established a multi-domain data governance and quality practice significantly improving the speed and confidence in business decision-making.
* Drove acquisition of ML/AI/software business, creating and transforming external data into internal monetizable products and commercialized to help deliver hundreds of millions in incremental sales.
* Created industry-first assortment optimization across 300,000-plus SKUs to drive $30 million in annualized EBITDA.
* Developed and implemented prescriptive, proprietary commercial forecast, significantly improving volume/profit projections and warehouse labor planning.

*US FOODS, Rosemont, Illinois*

***Vice President, Merchandising Analytics****, 2011-2017*

Developed and built merchandising analytics practice (20-plus BI analysts and data scientists) supporting category management, marketing, e-commerce, and product innovation functions. Oversaw product information management team (30-plus employees) responsible for product domain data quality across 300,000-plus SKUs across 1,000-plus suppliers.

Built promotion analytics team and led development of automation engine comprised of predictive product and basket offer banks; CLV and response modeling; life stage segmentation; and personalized content management. Established and managed vendor analytics collaboration team with revenue-generating data commercialization platform. Created customer-specific pricing team responsible for development, deployment, and management of pricing optimization engine and sales enablement applications.

* Rolled-out customer prescriptive pricing initiative, driving $23 million in sustained EBITDA year-over-year.
* Reduced customer churn rate by more than 300 bps (15% to 12%) via prescriptive modeling and Salesforce activation program.
* Built industry-first one-to-one direct marketing campaign for a suite of high-potential customers, effectively providing both significant and sustainable incremental sales.
* Developed and rolled-out industry-first CPG data and analytics commercialization platform, enabling collaboration across nearly 200 vendors while delivering $10 million in annual EBITDA.

**ADDITIONAL EXPERIENCE**

*TRUE VALUE COMPANY, Chicago, Illinois****, Senior Director, Loyalty Marketing****, 2008-2011.* Led loyalty, direct, and CRM’s ten-person team and managed store owner advisory groups. Rebuilt customer data framework leveraging dimensional data model. Introduced company’s first statistics-based models for customer targeting, assortment management, and promotion allocation. Created best-customer recognition program, driving a 1% increase in profitable incremental sales while fostering improvement in both customer NPS and co-op member satisfaction. Designed curriculum for co-op member promotion and direct marketing skills development, certifying 900-plus members for store-level customer marketing. Managed CRM system selection and deployment to corporate/field sales org.

*INFORMATION RESOURCES, INC., Chicago, Illinois,* ***Vice President, Customer Analytics****, 2005-2008.* Created and spearheaded retail customer-centric analytics practice, managing 25-plus hybrid on- and off-shore team of data engineers, statisticians, and strategists. Clients included Walmart, Costco, CVS, Family Dollar, Food Lion, Ahold USA, and HEB. Redesigned and facilitated change management, program measurement, customer-specific offer, and promotional pricing engines for clients. Served as business development and consulting executive for team generating $15 million annually, serving to improve core IRI product revenue by up to $35 million. Developed commercialized segmentation and predictive analytics products suite.

*PREVISION MARKETING, Lincoln, Massachusetts,* ***Senior Account Director, Retail and B2B Loyalty Analytics****, 2001-2005.*

*BUZZ MSP, DIVINE INTERVENTURES (VC), Chicago, Illinois,* ***Senior Director, Marketing and CRM****, 2000-2001.*

*FOOTE CONE & BELDING, IMPACT DIRECT & PROMOTION, Chicago, Illinois,* ***Account Director****, 1999-2000.*

*LEO BURNETT COMPANY, Chicago, Illinois,* ***Account Supervisor, Direct and Promotion****, 1998-1999.*

*PRODUCE FOR BETTER HEALTH FOUNDATION, Newark, Delaware,* ***Director of Development****, 1995-1998.*

*PRODUCE MARKETING ASSOCIATION, Newark, Delaware,* ***Headquarters Services Manager****, 1990-1995.*

**EDUCATION**

*UNIVERSITY OF DELAWARE, Newark, Delaware,* ***B.A., Political Science***

**CERTIFICATIONS & pROFESSIONAL dEVELOPMENT**

***Certified Advanced Scrum Product Owner:*** *Scrum Alliance*

***Certification: Applied Data Science with Python:*** *Coursera*

***‘Aspire to Lead’ Executive Leadership Inaugural Class:*** *US Foods*

**Advisory BOARD EXPERIENCE & AFFILIATIONS**

***Gartner CDO practice:*** *Former Advisory Board member, presenter, multi-year conference participant*

***World 50/Analytics50****: Alumnus, presenter, author*

***Several early and mid-stage tech firms****: Executive Advisory Board member*

***Analytics Leader Network****: Board member and presenter*

***P33 Chicago****: Industry Advisory Board member*

***Chicago Analytics Group:*** *Member*

***i.c. stars (Inner City Computer Stars Foundation):*** *Industry advisor*

**Technology Experience & SKILLS**

***Office:*** *Advanced MS Office Suite (Copilot, Excel, Access, PowerPoint, Word)*

***Coding Languages:*** *SQL, Python, R*

***Cloud Infrastructure:*** *Azure, AWS, S3, Fivetran, Kubernetes, Docker Swarm, Apache Kafka*

***Data Governance and Meta Data Management:*** *Alation, Informatica IDMC, EnterWorks (Syndigo PIM)*

***Data Warehousing:*** *Azure Data Bricks, Snowflake, AWS Data Lake, Oracle STG/OBIEE*

***Enterprise Reporting:*** *PowerBI, Tableau, CRM Analytics, Sigma Computing, Oracle Discoverer*

***Data Science:*** *Data Robot, Jupyter Notebook, Apache Spark, R Studio, TensorFlow, Facebook Prophet, SAS*

***Version Control:*** *Bitbucket, GitHub*

***Site and eCommerce Digital Tagging and Tracking:*** *Adobe Analytics, Google Analytics*

***Market Research:*** *Qualtrix, Datassential, Technomic, NPD*

***CRM:*** *Salesforce.com*

***Agile Project Management and EA:*** *Jira, Monday.com, SAP LeanIX, smartsheet*