

Chris Reiner

Marketing Analytics Professional

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PROFESSIONAL PROFILE

Marketing Analytics SME with expertise in data analysis, infrastructure, operations, Salesforce, Tableau and web analytics. Recognized for the ability to distill complex ideas and data into actionable insights. Success at implementing multiple analytics and technology programs, including Salesforce, Google Analytics, marketing data warehouses, data science models, and dashboards. Proven track record of establishing new analytics teams from the ground up, including analytics infrastructure, analyst teams, and data science.

PROFESSIONAL EXPERIENCE

Boston Scientific

Marlborough, MA

Associate Director of Marketing Analytics

2018 - Present

- Lead a cross-functional staff of nine covering data infrastructure, analysts, and data science
- Launched Google Analytics 360 on 90+ global websites
- Initiated, designed, and coded a consistent dataLayer to capture 50+ additional variables and automate data collection on newly launch website content
- Implemented a marketing data warehouse in Google BigQuery supporting the development of 100+ reports and dashboards, and data pipelines
- Developed lead scoring models to improve lead targeting and call center prioritization
- Managed data science projects for scoring, attribution and media mix providing marketers the tools to understand and optimize omni-channel campaigns
- Provided 1-on-1 coaching to improve staff communications with senior leadership and large presentations

Plymouth Rock Assurance

Boston, MA

Director of Marketing Analytics

2014 - 2018

- Led staff of eight responsible for digital marketing operations, digital analytics, and offline sales
- Developed campaign ROI reports marketers used to optimize digital campaigns
- Managed collection of 40+ reports for independent agency marketing and sales leadership
- Implemented Salesforce DMP improving digital targeting and affinity program reach
- Performed financial analysis on prospective marketing programs which drove over \$10m of additional revenue
- Oversaw the implementation of DocuSign for Salesforce, increasing rep selling time, ending manual signature collection on over 500 contracts per year

Managing Director

2011 - 2014

- Managed a team of 4 product analysts with ownership of Auto and Home lines of business, including pricing, underwriting, expense management, product features, regulatory approval, and IT implementation
- Developed and received senior leadership approval of a five-year roadmap for reaching profitable returns in the CT and NH markets
- Built a five-year financial forecast used to track our monthly roadmap, including pricing, underwriting, and expense tracking
- Initiated cross-departmental project to improve Homeowner underwriting guidelines and processes in response to increased large-loss activity
- Led a cross-functional summit of department leaders which improved underwriting, and pricing accuracy
- Wrote monthly analysis on assigned regions, and presented quarterly to the company's Board of Directors on past results and future direction.
- Introduced a new Personal Auto product using generalized linear modeling, resulting in a return to a competitive market position
- Managed efforts to correct system issues that led to a poor customer experiences, including billing process improvements and pricing accuracy
- Member of a core team that developed requirements for a new personal auto insurance product

Manager of Marketing Analytics

2010 - 2011

- Founded an analytics team of four responsible for reporting and analysis on offline sales and marketing to the CMO and sales representatives
- Researched and Implemented Salesforce.com for sales leadership, which provided processes improvement for account relationship management
- Designed and oversaw the development of new sales and marketing reports that increased data-driven insights and accountability

The Hanover Insurance Group

Worcester, MA

Product Analyst

2008 - 2010

- Supported Product Managers by performing sales, underwriting, pricing analysis, and development of ad-hoc reporting to monitor KPIs and performance against product goals
- Developed pro-forma financial model for a \$10M sales opportunity and presented to management team
- Improved reporting and analysis on discount over use which identified 5%+ revenue loss in diverse markets

Regional Finance Manager

2006 - 2008

- Managed three financial analysts and implemented monthly reporting packages and presented monthly business review to the leadership team
- Owned the annual financial plan for assigned region
- Created multiple financial models recommending the company's course of action under statewide compliance regulations
- Team Leader for cross-functional project that implemented a manual policy processing program for new state compliance regulations

MassMutual Financial Group

Springfield, MA

Director of Sales Reporting

2006

- Managed a team of four providing sales insights to an audience of 100+ sales offices
- Received the annual Service Star award for building an exceptional service reputation

Finance Consultant

2003 - 2005

- Performed analysis on sales and expense results within the agency sales system
- Analyzed and recommended proposals to improve compensation programs resulting in both reduced expenses and increased sales

Data Management Analyst

2001 - 2003

- Subject matter expert on agent compensation programs, earned department customer service award for excellence while supporting sales teams
- Reduced month-end closing by two days for payment auditing using automated applications including Excel and Access

EDUCATION

University of Massachusetts Amherst - MBA, Business Management

Framingham State College - Bachelor of Arts, Economics

University of Massachusetts Lowell - Bachelor of Science, Information Technology

CERTIFICATIONS

Google Analytics Individual Qualification

Tableau Desktop 10 Qualified Associate

Salesforce: Administrator, Advanced Administrator, Marketing Cloud Email Specialist, Platform App Builder, Platform Developer I, Service Cloud Consultant

TESTIMONIAL

"Chris has a rare blend of analytical skills, strategic thinking, effective communication and management expertise. I had the pleasure to see this demonstrated as he developed and executed strategies designed to grow market share and profits in the states for which he was responsible."

David Bassi

Managing Director at Guy Carpenter

Chris Reiner

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