

CHRISTOPHER P. GLENN

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EXPERIENCE

Mu Sigma Consulting and Decision Sciences

2016 - Present

Analytics Engagement Manager (Product Manager) – Nike Commercial Analytics (2018 - Present)

Beaverton, OR

Led team of 10+ Data Scientists, Developers, and Analysts reporting to Nike Senior Director and Product Directors (Agile / Scrum Product Owners) in Marketplace Advanced Analytics across 3 squads focused on: Nike Direct to Consumer Optimization; Wholesale Marketplace Demand Sensing, Forecasting, and Optimization; and High Heat Product Launch (via SNKRS).

- Drove Weeks of Supply analysis comparing statistical category forecasts to planner category forecasts (relative to inventory), identifying a 30% reduction in forecast error compared to planner error in the Wholesale Marketplace across 2 years of data.
- Developed automated and reusable Anomaly Detection Python module for Nike Direct to Consumer statistical forecast to provide immediate notifications of statistical anomalies by product, category, division, gender, age, store, and special event dimensions.
- Ported Python modules across multiple Agile teams to visualize weekly anomalies in HTML emails and Tableau dashboards resulting in 40% reduction in forecast error per team.
- Led development for wholesale “cold start comps” (or comparable style-colors) recommendation engine using image classification designed to systematically improve “comp” style-color selection for improved “cold start” product forecasting.
- Drove COVID-19 Nike Direct to Consumer analysis comparing shopping behavior in key cities during brick and mortar store closure resulting in 11% increase in Online to Offline channel behavior in Los Angeles.
- Managed backlog prioritization, User Story creation, and acceptance criteria for the team in Jira.
- Self-guided daily work with SQL, Python, R, Amazon Web Services, Jupyter Notebooks, and Tableau.

Analytics Associate (Consultant) – Microsoft (2016 - 2018)

Redmond, WA

Led team of 11+ Data Scientists, Analysts, and Developers reporting to Senior Directors and Directors across 3 teams focused on: Advanced Analytics in US Marketing & Operations; Telemetry engineering for Microsoft Teams; and Advanced Analytics and Machine Learning for Enterprise Services.

- Successfully implemented an end-to-end Machine Learning recommender system for B2B Microsoft services.
- Developed strategy for 6-person team focused on predictive modeling for churn B2B users in Azure cloud services resulting in reduced Azure user attrition rates.
- Partnered with Microsoft US Marketing & Operations to showcase impact, ROI, segmentation, personalized targeting, and life cycle attribution in Microsoft products and services from a \$12M+ annual investment in the Microsoft Social Command Center.
- Self-guided daily work with SQL, Python, Cosmos, Azure ML, and Power BI.

GORUCK.com, LLC

2013 - 2014

Marketing Manager

Jacksonville, FL

Led creation and distribution of marketing collateral for a \$6M+ startup that manufactured apparel/equipment and hosted athletic events. Reported directly to CEO and CIO.

- Created new Excel-based pricing model for flagship product category that incorporated COGS, competitor pricing, and forecasted promotional discounts. Secured CEO approval for new model into Salesforce, helping drive over 50% year-over-year growth while maintaining target margins.
- Led a campaign release of 80 new SKUs with product development team to translate design specifications into creative content.
- Coordinated A/B email strategy and oversaw photography, production, and launch on website and social media.
- Wrote and oversaw publication of multiple press releases, providing event-specific information and company background. Partnered with CIO to target customers and personally authored content. Releases published by over two dozen sites and successfully drove traffic and conversions (event sign-ups).

EDUCATION

University of Florida, Hough Graduate School of Business, M.B.A.

May 2016

- Merit scholarship recipient

Gainesville, FL

University of Florida, B.A.

August 2006

- Business Administration Major; Warrington College of Business Dean's List; Merit scholarship recipient

Gainesville, FL

ADDITIONAL DATA

- **Technical:** Advanced Excel (e.g. statistical modeling), Advanced SQL, Python, R, Tableau, PySpark, Jira, Amazon Web Services (EMR), Azure ML Studio, Power BI, Sprinklr (Social Media), Git repositories, Interana (Telemetry Analytics), Machine Learning Algorithms (e.g. scikit-learn)
- **Working Knowledge:** HTML5 / CSS, JavaScript, C++
- **Certifications:** Microsoft Professional Program for Data Science, Codecademy.com Computer Science (in Python) Program, DataCamp Analyst Track
- 95%+ percentile (over 300 participants) in Kaggle Data Science Predictive Modeling Competition