

Christopher Tibbitts

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Professional Summary

With an MBA in Strategic Value Creation, I specialize in leveraging data analytics to enhance business operations. My proficiency with Power BI and Excel enables me to optimize processes and facilitate data-driven decision-making. With a keen interest in AI technologies, I aim to elevate operational effectiveness and provide insightful performance analysis. My experience includes collaborating with cross-functional teams, leading process optimizations, and clearly communicating complex data insights. I am eager to apply my analytical expertise and innovative problem-solving abilities in a dynamic business environment.

Experience

Steel Encounters | Accountant & Data Analyst | SLC, UT | 2021-2023

- **Implementation of Advanced Analytical Tools:** Collaborated with senior executives/stakeholders to develop and implement Power BI dashboards, providing immediate access to Key Performance Indicators (KPIs) and fostering a culture of data-driven decision-making within the organization.
- **Enhancement of Reporting Capabilities:** Spearheaded the customization and creation of advanced departmental and executive reports using COINS software, eliminating the need for outsourcing and saving the company approximately \$200 per hour in associated fees.
- **Leadership in Process Optimization:** Led comprehensive process evaluation and optimization initiatives, significantly reducing operational time by 1-3 hours per process weekly, demonstrating effective project management and efficiency enhancement skills.

Dzuke Outdoor | Partner | Logan, UT | 2017-2020

- **Project Management in Product Lifecycle:** Managed and guided the end-to-end product development process for a startup outdoor company, from initial idea conceptualization through to final product shipment, ensuring timely and efficient completion of each phase.
- **Campaign Leadership and Execution:** Campaign Leadership and Execution: Led a comprehensive Kickstarter campaign from ideation to execution, demonstrating effective project planning, budget management, and strategic promotional activities to successfully raise over \$10,000.
- **Market Analysis and Strategic Planning:** Conducted detailed market research and analysis to inform product development strategies, including identifying target market needs, assessing competitive landscape, and determining optimal pricing and promotional strategies.

USU Idea Factory | Lab Technician | Logan, UT | 2017-2019

- **Project Leadership in User Engagement:** Led the development and implementation of innovative marketing strategies to increase user acquisition for a prototype lab, effectively managing the project lifecycle from conceptualization to execution.

- **Data-Driven Decision Making:** Utilized analytical tools to evaluate and optimize user experience metrics, ensuring high-traffic items were effectively managed to enhance overall user retention rates.
- **Strategic Research and Implementation:** Conducted comprehensive research on potential new offerings for the lab, developing and presenting coherent strategies for implementation, thereby contributing to the lab's continuous improvement and expansion.

Space Dynamics Laboratory | Web Developer | Logan, UT | 2015-2017

- **Collaborative Project Leadership:** Actively participated in a dynamic web development team to create and refine internal applications, ensuring projects were delivered on time and met operational needs.
- **Efficiency Improvement in Daily Operations:** Contributed to the development of applications that significantly enhanced daily operations, streamlining processes for over 800 employees.
- **Innovative Development and Implementation:** Engaged in the full project lifecycle, from concept to deployment, demonstrating strong project management skills in a technology-focused environment.

Education

Utah State University | Logan, UT

Master's Degree in Business Administration (MBA), *emphasis in Strategic Value Creation*, 2021

- Entrepreneurial Scholar
- Pluralsight Scholar

Bachelor's Degree in Outdoor Product Design and Development, *minor in Computer Science*, 2019

- USU Men's Volleyball Team
- Student Scholar

Certifications

- Google Project Management Certification, 2023
- In Progress - IBM Data Science Professional Certificate

Skills

Data Analysis and Interpretation | Power BI | Advanced Excel | Pivot Tables | SQL | Market Research | Market Analysis | Market Insights | Dashboard Automation | Data Modeling | Business Analytics | Report Development | Process Documentation | VBA | Python | Git/Github | Business Process Optimization | Project Management | Strategic Planning and Execution | Agile Methodologies | Process Improvement Recommendations | Construction Budget Analysis | Analytical Problem Solver | Effective Communicator | Strong Presentation Skills | Attention to Detail | Adaptable | Quick Learner | Cross-Functional Teamwork | High Performer | Organized | Innovative Problem Solver | Self Starter | Communication Skills | Efficient | Strategic Thinker | Troubleshooting and Debugging | Invoices and Purchase Orders