DAVID CROSBY

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OBJECTIVE: To secure a role as an analytics manager in a data-rich environment where I can utilize my expert ability to bridge the divide between business stakeholders and technical resources. I am adept in leveraging modern business technologies to analyze data, improve processes, manage change and advance growth targets. I am driven by mastery and the pursuit of excellence; contributing material business impact while being able to realize my technical aspirations in data science & machine learning are my primary objectives as I continue to grow in my ability to lead and manage technical teams and add demonstrable value to an organization.

EXPERIENCE

NET HEALTH SYSTEMS, INC.	Pittsburgh, PA
Manager, Operations Analytics	7/22 – Present
Manager, Revenue Operations & Forecasting	5/21 – 6/22
Data Analyst - Sales Operations	1/20 – 4/21
Business Development Executive, Data & Connections	1/19 – 12/19
Client Sales Executive, Therapy	1/16 – 12/18

- **Data Analysis & Strategy:** Munge, analyze & visualize data using Snowflake & Tableau to provide strategic insights to Sales & Marketing departments for regular performance monitoring, go-to-market strategies and compensation planning; established rigorous budget-planning process for annual Sales & Marketing targets utilizing historic performance & statistical analysis with Salesforce, Tableau & Excel; consult on process design, improvement & requirements gathering to enhance end user experience in Salesforce Sales Cloud & Service Cloud.
- **Cross-Functional Collaboration:** Work closely with C-suite and Senior-level management, serving as a conduit across departments (most notably Sales, Marketing, Product & Finance) to align business objectives, influence results, narrate variance analysis; played integral role in several change management initiatives as an Analyst and Analytics Manager to drive new behaviors of front-line employees and mid-level managers.
- **Business Intelligence:** Develop, refine, maintain and automate reports, dashboards, and data visualizations that support the 90-person Revenue Organization and 150-person Customer Experience organization, utilizing Snowflake, Tableau & dbt.
- **Executive Communication**: Distill complex analyses into regular presentations & dialogue with Executive & Board-level leadership; lead all data-related requests pertaining to Sales metrics for presentations, investor requests, M&A activity, and audits; present weekly to C-suite and senior-level management.
- **Financial Planning & Analysis:** Managed short- and long-range revenue forecast models of $160M SaaS business, utilizing data analytics to inform C-Suite decision making; maintained Excel-based model with FP&A leaders.
- **Business Development**: Engaged and developed new business from top life sciences & medical device organizations with Real World Evidence for clinical & market research; successfully cultivated relationships and drive sales with client partners; leveraged analytic & consultative approach to selling, regularly bridging the divide of technical specifications between external purchasers of EMR Data & internal resources; achieved 124% or greater of my sales quota in each of the 4 years as a Net Health sales rep.

PROVIDENT AGENCY, INC.	Pittsburgh, PA
Regional Sales Director	9/14 – 1/16
DPS LAND SERVICES	Brilliant, OH
Landman	7/10 – 8/14

EDUCATION

CARNEGIE MELLON UNIVERSITY   Pittsburgh, PA
Master of Business Administration - MBA (STEM designated)
- Business Analytics Track with concentrations in Business Technologies, Organizational Behavior & Operations
- Clubs: Data Analytics, Consulting, Healthcare, Tepper Women In Business (Ally)

GROVE CITY COLLEGE   Grove City, PA
Bachelor of Science in Business Management
- Men's Basketball (Captain - NCAA D3), Orientation Board

ADDITIONAL INFORMATION

- **Technical Skills:**
  o Proficient: Microsoft Excel, Tableau, Salesforce, Powerpoint
  o Intermediate: SQL, Tableau Prep, Salesforce CRM Analytics
  o Beginner: R, gitHub, dbt

- **Professional Certifications:**
  o Tableau Desktop Certified Associate

- **Honors & Awards:**
  o Fred Fetterolf Award Recipient (2022 Pittsburgh Fellows Distinguished Alumni);
  o 4x Net Health President's Club Award Winner (exceeded annual sales quotas 2016-2019)

- **Activities:**
  o Vestry Member, Church of the Ascension, 2016-2019
  o Treasurer, Pittsburgh Fellows Alumni Association, 2015-2017
  o Chairman Professional Development, Pittsburgh Fellows Alumni Association, 2013-2015
  o Stroke Seat, Corporate Rowing Team, Three Rivers Rowing Association, 2014-2015