Keelan Yang

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# SUMMARY

An analytics executive with extensive global business and analytics experience and with a passion to build capabilities and teams that drive analytical insights into strategies and actions. Successfully built analytical processes to generate compelling stories that propelled consumer growth strategies across the globe and to improve digital marketing performance. Cultivated trusted relationships with key decision makers throughout all levels of management. Possess unique blend of skills in data, analytics, insight delivery, and strategy.

# PROFESSIONAL EXPERIENCE

**THE WALT DISNEY COMPANY,** Burbank, CA **2005 – 2016**

**Director of Customer Intelligence, Corporate Customer Information Management**, 2011 – 2016

Generated customer insights and supported business unit strategic and marketing initiatives through advanced analytics and predictive modeling of customer data across the company. Led strategic direction of enterprise data warehouse that consolidated enterprise view of customers and behaviors.

* Identified key customer engagement drivers to increase affinity towards and consumer spend on individual character franchises by using econometrics and Bayesian network modeling techniques.
* Created email response models that improved email click performance by at least 30% and customer look-a-like models to identify high-potential marketing prospects.
* Improved ability to identify Hispanic customers from 60% accuracy to 85%+ accuracy while expanding customer coverage of Hispanic customer attribute.
* Drove product capabilities roadmap, business requirements, enhancements, and efficiencies by working closely with internal IT department and external partner.
* Improved processes and generated business unit demand for email campaign services leading to ~300% increase (within 2 years) in email campaign volume on behalf of business units.
* Led cross-business unit Hispanic CRM and Customer Analytics task forces to coordinate analytical efforts across business units.

**Senior Manager, Corporate Customer Brand Development**, 2005 – 2011

Provided consumer behavioral insights and analytical support to shape company and business unit consumer growth strategies.

• Identified growth opportunities and developed overall consumer strategies for Disney-branded businesses by leading consumer spending research studies in U.S., Japan, U.K., France, Germany, Italy, Spain, China, Russia, India, Mexico, and Brazil.

• Defined key Disney customer segments to influence corporate / business unit CRM strategy.

• Determined key role of TV/Disney Channel content in driving customer involvement and spend with the Disney brand that influenced Disney Channel global expansion.

• Established strength of Disney brand and its customers to drive growth in ad sales and retail partnerships by leveraging credit card transactional data.

**DISNEYLAND RESORT,** Anaheim, CA **2003 – 2005**

**Associate Marketing Manager, U.S. Marketing**, 2004 – 2005

Led development of print and internet advertising, direct mail, and email tactics. Developed strategic inputs and managed marketing initiatives of $30M+ marketing budget.

* Executed analyses to inform strategy and to increase effectiveness of marketing tactics.
* Formulated analytical-based consumer-direct marketing strategies to drive domestic segment revenues (30% of total revenues).

**Senior Business Planner; Business Planning and Strategy Development**, 2003 – 2004

Provided strategy, forecasting, and financial analyses support to Marketing department. Developed strategies, business cases, and after-action reviews for Resort-wide initiatives.

* Determined value of high-priority guests by establishing key profit drivers, enabling more robust business planning, strategy development, pricing, and marketing resource allocation.
* Developed business case to support funding for CRM/database marketing.

**MARS & CO CONSULTING LLC,** San Francisco, CA **1998 – 2000**

**Strategic Consultant**

Performed strategic cost, financial, and competitive analyses. Conducted field interviews, field research, and financial modeling. Managed project teams.

* Revealed customer-product profitability for a $50M profit pool by completing strategic cost analysis for U.S. division of a pig biotechnology company.
* Prioritized actions and resources for over 300 markets of a $16B U.S. health insurer by segmenting and benchmarking business environments.
* Benchmarked best practices of U.S. lotteries for a foreign lottery operator.

**NOVELLUS SYSTEMS,** San Jose, CA (acquired by LAM Research) **1996 – 1998**

**Regional Marketing Engineer, Asia-Pacific**

Assisted Asia-Pacific account executives with forecasts, sales strategies, contract negotiations. Determined customer requirements; provided product solutions and ensured accurate delivery.

# EDUCATION / TRAINING

# M.B.A, Business Administration, MIT Sloan School of Management, Cambridge, MA

# M.S., Materials Science and Engineering, Stanford University, Stanford, CA

# S.B., Materials Science and Engineering, Massachusetts Institute of Technology, Cambridge, MA

# TECHNICAL SKILLS

Advanced Microsoft PowerPoint and Excel

Familiar with Microsoft Access, SPSS, SAS, and Tableau

Quantitative market research