

Ihsan Kurt

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- 16-year career focused on analytics, marketing, e-commerce and business strategy in retail, software & consumer goods
 - Strong analytical aptitude and business acumen and demonstrated track record of working with data to develop business oriented solutions
 - Hands-on and managerial experience converting data to actionable business insights to identify business opportunities for growth
 - Results-oriented executive who employs state-of-art advanced analytics and technology to deliver scalable, high-performance solutions with deep business insights, excellent communication & motivational skills and strong customer focus.
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EXPERIENCE HIGHLIGHTS

The Home Depot, Senior Director of Analytics, Foster City, 10/2014-Now

- Managing Data Science, Analytics, UX Research and Data Platform teams for Home Services business of Home Depot (annual \$4B)
- Performing analytics to generate actionable insight for business. Leveraging data to drive product strategy and product future recommendations to improve customer experience and engagement. Developing algorithms to optimize matching, search and loyalty programs.
- Optimizing user experience via indebt surveys and interviews and providing direction for product management and business.
- Shaping strategy of Product, Marketing, Operations using data, analytics and insights.
- Creating data platform to handle big data, click stream, event and interaction data to support analytics products and initiatives.
- Developing a prioritized multi-year roadmap for data team and building & recruiting high-performance Business Intelligence, Data Science, Data Engineering, UX teams

Ebates Inc, (Acquired by Rakuten for \$1B), Senior Director of Analytics, San Francisco, CA, 7/2013-9/2014

- Managed a team responsible for Data Science, Business Intelligence and Data Strategy & Governance.
- Used analytics to substantially grow customer acquisition, retention and materially impact valuation of pre IPO company.
- Performed analytics to drive marketing strategies for CRM, SEM, Display, Referral, TV channel
- Structured, staffed and built a high-performing and talented team for start-up.
- Established Big Data, BI Platforms and Analytics infrastructure enabling Customer & Business Insights analysis and Advanced Analytics via Experimentation, Data Mining and Predictive Learning

Shutterfly Inc., Senior Manager of Analytics and Insights, Redwood City, CA, 4/2011-7/2013

Thought leadership converting big data to actionable recommendations and insights to drive e-commerce and marketing strategies end-to-end. Generated monetization insights for senior management and other key business partners.

- *Customer Analytics*: Partnered with executive team to better understand customer engagement and key performance indicators to drive Shutterfly customer life time value. Conducted the analysis and presented results to e-staff. Managed the implementation of insights and recommendation from the analysis into CRM, e-commerce and Marketing group's strategic plans and roadmaps.
- *Multi Touch Attribution Modeling*: Led the development of analytical approach to quantify the incremental effect of marketing channels (CRM, Display Ad, SEO, SEM, Affiliates etc.) in the context of multi-touch attribution modeling. Used in revenue attribution model to allocate revenue to the channels, providing accurate channel performance to optimize marketing ROI.
- *Recommendation Engine*: Led conceptualization and development of personalized product recommendation algorithm specific for Shutterfly. Implemented via e-mail trigger campaigns and product recommendations in the web-site (generate annual incremental revenue of \$2M). Managed the project end-to-end from conceptualizing, communicating to C-level managers to implementing the result.
- *Digital Channel Analytics*: Social Media Analytics & Paid Search Analysis: Conducted the geo test to understand the incrementally of Google paid search. Quantified the effect of Facebook Display Ads (true lift / Uplift analysis). Analyzed and quantified incremental effects of Facebook "Like".
- *CRM Analytics*: E-mail Frequency and Opt-Out Analysis: Led the analysis to decide the optimal email frequency for CRM channel to minimize opt-out rate and max ROI. Identified factors contributing opt-outs and quantified the negative effect of opt-out.

GAP Inc. Direct, Manager of Advanced Analytics, San Francisco, CA 3/2008-4/2011

Online division of GAP Inc. (\$14 billion revenue): GAP.com, bananarepublic.com, oldnavy.com, Piperlime.com and Athletha.com.

Analytical Lead to support marketing, e-commerce and operations groups. Managed analytical projects, identified opportunities, converted them to technical and business analysis and communicated analytical findings to diverse audiences, translated findings into strategy and new business practices and built and managed teams to implement solutions.

- *Pricing Analytics*: Led analytical infrastructure and algorithms development to support proprietary price and mark-down optimization software designed to maximize revenue by deciding timing and amount of discount with the holistic incorporation of business constraints specific for online retailer.
 - Conceptualized, developed and tested Seasonal Profiling, Price Elasticity, Forecasting and Days of Week Profiles.
 - Generated \$ 20 million annual incremental profit Company filed a patent for the algorithms I developed for the project (US Patent Application No 61/148,269)
- *Operation Analytics*: Partnered closely with business to build and deliver pragmatic and tailored advanced analytics solutions that align with business goals. Analytical decision support solutions: Re-Launch Optimization Tool, Lost Sale and Out-of-Stock (OOS) application etc.
- Managed high performing offshore team of 6 professionals to implement solution
- *Web analytics*: Conducted various A/B testing related to understanding the effect of web-site loading time and effect of product ratings and comments on conversion rates.
- *CRM Analytics*: Led the development of data-driven insights aligned with strategic and tactical objectives to improve customer life time value via segmentation, retention modeling

TrueDemand Software, Sr. Operations Research Analyst, Los Gatos, CA, 11/2006- 3/2008

Mayfield and CMEA Capital funded enterprise software start-up enabling CPG companies to make sure their products are on the shelf in the right place, at the right time, in the right condition and at the right price.

- Responsible for overall product development, functionality & design. Responsible for client engagements and led initiatives in product management. Worked with software engineers in developing and testing the code. Performed ad hoc analysis in support of customer pilots.
- Led product enhancements for calculating lost sale, finding non-sellable inventory. Developed algorithm to find best statistical distribution of daily demand (Point-of-Sale) at SKU and location level to be used in forecasting and lost sale calculation (Patent Approved- U.S. Provisional Application No. 60/950,589). Designed Phantom Inventory (non-sellable inventory) detection algorithm and managed the implementation.

Nestle USA, Business Strategy Consultant, Glendale CA, 8/2001- 11/2006

Nestle is a leading CPG company with over \$100 billion annual revenue.

Consulting role to provide advanced analytics to Operations, Marketing and Finance group within the company. Provided leadership to identify opportunities and implement solutions using operations research and quantitative techniques, forecasting, risk / statistical modeling and financial analysis.

- Led the development and implementation various decision-support tools; reduced supply chain and logistics cost and improved customer service productivity by 10% and defined and implemented corporate KPIs
- Led the efforts to design optimal supply chain strategy with the focus on inventory management, production planning and optimization, and network optimization
- Initiated a project to analyze the effect of product freshness on consumer buying behavior. Analyzed customer complaints data to improve quality and customer satisfaction and provided recommendation and insight to executive team. Developed metrics to measure freshness of product and designed analytical tools to monitor the progress and analyze customer complaints data
- Led the development of Inventory Modeling application to calculate optimal inventory levels by incorporating various logistics variables such as replenishment lead time, cycle time, forecast accuracy , customer service level etc. Worked directly with supply planners to optimize inventory targets by using the tool, challenge and improve supply chain variables such factory cycle time, replenishment lead time etc. Achieved 15% inventory reduction.

Purdue University, Teaching Assistant (while full time student at Purdue), West Lafayette, IN, August 2000-May 2001

- Graduate assistant of Data Analysis and Database Design course for 90 students. Taught following areas: Designing database in Oracle using ERwin, develop entity relation diagrams (ERD), normalization and optimization, referential integrity, design data warehouse

Apple Inc., Cupertino, CA, Summer Associate, May-August 2000

- Made financial analysis of the project about consolidation of inventories kept separately for each market in the main warehouse.

Purdue University, DW Architect – Graduate Assistant (while full time student at Purdue) January-May 2000

- Designed web based systems, reporting and databases using objected-oriented methodologies in Oracle PL/SQL and Web Server

Bilisim Limited, Engagement Manager, Istanbul, July1998-July 1999 Leading IT consulting firm in Istanbul

- Presale consultant who developed and implemented marketing strategies for various software packages
- Conducted product presentations to various clients and managed client relationships
- Made system and requirement analysis for clients including major banks, universities and manufacturers

EDUCATION

Data Mining and Applications 2010-2011, Graduate Degree

Stanford University, Palo Alto CA

Master of Business Administration 1999- 2001 Concentration in Marketing and Finance, Krannert Graduate School of Business,

Purdue University, West Lafayette IN (Full Time MBA program)

Bachelor of Science in Industrial Engineering 1994-1998 Concentration in Operations Research

School of Engineering, Middle East Technical University (METU), Ankara, Turkey

OTHER EDUCATION / DEGREES /Patents

- CFA (Chartered Financial Analyst) Level 3 candidate
- Dale Carnegie Training, Completion December, 2005
- Main author of two patents: "Lost Sales Detection and Estimation Using Retail Store Data" U.S. Provisional Application No. 60/950,589, and "Stochastic Optimization for Pricing" - US Patent Application No. 61/148,269 Attorney Docket: 2881/103 Filing Date: January 29, 2009

COMPUTER SKILLS / SOFTWARE:

- Statistics & Tools: R, SAS, MATLAB
- Database & Programing: Python, Hadoop, Hive, Cassandra, SQL Server, C, Oracle, PL/SQL, MySQL, SQL
- Linear/Integer Programming & Tools: GAMS, CPLEX, MPL, Excel Solver
- Others: Omniture, SiteCatalyst, Discover , Google Analytics , Tableau, Mixpanel, Business Objects, BW

OTHER

- Green Card holder