

BLAKE ABBENANTE

I help businesses improve by leveraging data to better understand their customers. By combining sophisticated analysis with a pragmatic approach to marketing and product, I help teams cut through the noise and distill their key levers to increase performance.



INDUSTRY EXPERIENCE

current
|
2021

● **Sr. Director, Data & Analytics** minded

📍 Boston, MA

- Responsible for all data related activity and teams, including analysis, business intelligence & data engineering. Highlights include:
- Worked closely with founders to understand key metrics to grow and guide business and help secure \$25M seed round funding.
- Managed various staff and vendors for building and operating Hipaa compliant data stack for all reporting, analysis and automation needs. Tools included: Looker, Hightouch, dbt, Snowplow, Fivetran, Redash, Redshift & hex.tech.

2021
|
2019

● **Director of Global Marketing Analytics** CBRE

📍 Boston, MA

- Partnered with head of Global Marketing on measurement strategy for launch of global rebranding and website redesign.
- Overhauled MarTech stack and grew marketing analytics team to better align with CBRE's new digital vision. Tooling included: Domo, SLFC, Google Analytics 360, FiveTran, Segment & BigQuery.
- Oversaw analytics practice for hana, CBRE's agile workplace startup, including identifying new marketing opportunities and modeling demand and yield scenarios.

2018
|
2018

● **Head of Analytics** ofo

📍 Boston, MA

- Launched ofo's north american analytics Center of Excellence; established marketing, product and operations analytics teams. Highlights include:
- Liased with central analytics team in China on adapting data pipeline and infrastructure for US based business.
- Delivered insights to all levels of org as business scaled at 100%+ MoM growth.

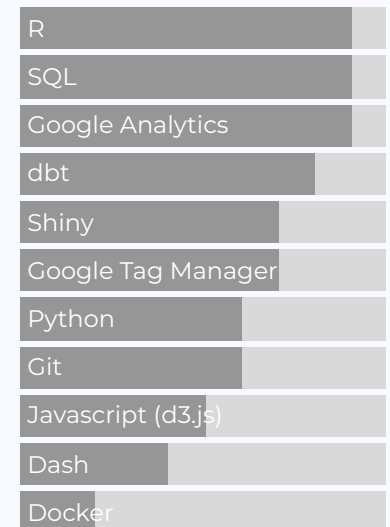


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CONTACT

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LANGUAGES & TOOLS



2018
|
2017



Director, Marketing Analytics & Insights

Cengage Learning

📍 Boston, MA

- Led team of analysts supporting Marketing & Strategy Groups for Cengage's B2B & B2C businesses. Highlights include:
- Developed KPI hierarchy to align measurement strategy and report/dashboard focus with Cengage digital first pivot.
- Partnered with Data Delivery Services team to create marketing datamart, reducing lag time to data access by up to 90%.
- Delivered insights to senior Strategy team to validate Cengage Unlimited product launch, including ROI forecasts and customer segmentation groups for targeted messaging.

2017
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2015



Customer Analytics & Insights Manager

Zipcar

📍 Boston, MA

- Led Customer Analytics & Insights for Americas. Highlights include:
- Transformed insight delivery from manual spreadsheets to automated visualization platform using Tableau & RStudio Connect across the org.
- Built segmentation models to understand how cohorts engaged with Zipcar, resulting in marketing spend optimization and increased utilization and adoption.
- Introduced Customer Lifetime Value and Attrition models used by customer service and marketing intervention programs, helping prevent loss of 7% of MRR.

2015
|
2011



Marketing Analytics Manager

EF Tours

📍 Cambridge, MA

- Owner of analytics and measurement strategy for EF's Educational Tours & related business lines. Highlights include:
- Launched new classification model that improved forecasts for long-term business relationship potential for over 50,000 U.S. organizations.
- Instilled lean analytics framework, resulting in robust testing platform that saw a 12% increase in website conversions.
- Build forecastind model leading to a 14% savings from reduced operating overhead as part of inventory management-based strategy.

2001
|
1995



Previous Experiences

📍 Various

- Web Analytics Manager, PGI | Analytics Lead, FMER | Tech Marketing Mgr, Avaya | IT Specialist, IBM



EDUCATION

2015
|
2013



M.S., Predictive Analytics

Northwestern University

📍 Evanston, IL

1995
|
1991



B.S.B.A., CIS & Economics

Bryant University

📍 Smithfield, RI