



# LAUREN DISHONG

Data Product, Engineering & Analytics  
Leader



# Leadership Profile

Product-focused, cross-functional leader known for creating clarity, building trust, and delivering scalable solutions that drive measurable impact.

team first!

## Passion for Driving Clarity

- ***Keep it Simple***

Translate complex, ambiguous problems into simple, actionable plans that teams can confidently execute

- ***Manage Through Ambiguity***

Energized by creating structure where none exists, enabling rapid progress in uncertain environments

- ***System-thinking Mindset***

Applies system-thinking mindset to connect insights with decisive action

## Balance Strategy with Execution

- ***Operate at the Level Required***

Moves fluidly from vision and strategic storytelling to hands-on execution and delivery

- ***Attention to Detail***

Blends long-term thinking with operational excellence and attention to detail

- ***Continuous Improvement***

Continuous learner and innovator, always seeking better ways to solve problems

## Trusted, Cross-functional Partner

- ***Collaborative Leadership***

Relationship-driven leader who builds deep trust across teams and functions through authentic partnership and transparent communication

- ***Rallies Around Impact***

Known for aligning diverse teams around high-impact outcomes, creating shared vision and momentum toward ambitious goals

- ***Courageous Conversations***

Leans into difficult discussions with empathy and honesty, ensuring teams stay aligned and continue moving forward even through complexity

# Data Expertise

Leveraging deep data expertise to establish robust data ecosystems, deliver actionable insights, and foster high-performing analytics teams.



## Data Strategy & Management

Orchestrating data management, governance frameworks, and analytics operating models for reliable data ecosystems that stakeholders trust.



## Insights & Visualization

Translating complex data into clear KPIs and compelling visualizations to drive informed decision-making.



## Stakeholder Engagement

- Trusted partner known for aligning stakeholders through clear requirements, transparent communication, and effective change management.



## Analytics Engineering

- Proficient in SQL, data modeling, and developing data engineering talent to build scalable solutions.



## Product & Vendor Management

Leading data product lifecycles from concept to deployment, including strategic vendor evaluations and partnerships.



## Operational Excellence

- Built and scaled standardized development practices to support reliable, high-quality delivery across data engineering teams.

# Technical Arsenal

Leveraging a diverse and robust tech stack to build, manage, and analyze data solutions at scale, driving innovation and efficiency.



## AWS

Leading a team that builds scalable, secure, and resilient data infrastructure on Amazon Web Services.



## Snowflake & Databricks

Designing and optimizing cloud data warehouses for high-performance analytics.



## Matillion

Implementing robust ETL/ELT pipelines for efficient data ingestion and transformation.



## Tableau

Creating compelling and interactive data visualizations for actionable business insights.



## Sigma

Empowering business users with intuitive, spreadsheet-like access to live cloud data.



## SQL & Python

Expertise in creating complex views, debugging and validating code, optimizing db performance and creating scripts for automation.



## Alteryx

Developed workflows for prototyping and debugged stakeholder workflows.



## Jira

Expertise in setting standards for project tracking process and measuring team velocity.



## Ludid Chart & Confluence

Creating detailed entity relationship diagrams, data architecture diagrams, product roadmaps, and overall product documentation.

*I challenged myself to master something new in each role.*



CAREER WINS

# Impact Portfolio // Contents

01 STRATEGIC VISION

## DATA AS A PRODUCT STRATEGY

Formulated a data strategy to mitigate resourcing and governance risk, enable faster cycle times, and increase trust

03 OPERATING MODEL

## ANALYTICS OPERATING MODEL

Established data governance and coordination across enterprise

05 DATA MODELING

## GROSS-TO-NET DATA PRODUCT

Created single source of truth for financial metrics and revitalized a stagnant project team

07 RAPID DELIVERY

## CONVERSE POS REPORTING

Unlocked wholesale insights for strategic planning, bringing dashboard online in <2 weeks

09 CONSUMER-FIRST

## SCOREBOOK! MARKETPLACE DASHBOARD

Delivered innovative analytics solution for merchandising teams to drive better business outcomes.

11 END-TO-END

## CUSTOMER SERVICE DASHBOARD

Empowered customer service agents to make real-time decisions

13 TRANSFORMATION

## DATA PLATFORM MIGRATION STRATEGY

Created a strategic plan to migrate our existing tech stack to a scalable, governed analytics platform.

*Let's step through it*

02 DATA ENABLEMENT

## SELF-SERVICE ANALYTICS

Scaled self-service analytics from proof-of-concept to enterprise-wide adoption, enabling 100+ data sets

04 ORGANIZATIONAL LEADERSHIP

## TECHNOLOGY ORG TRANSFORMATION

Restructured team to optimize costs, diversity, and global collaboration, saving the organization \$2M+ annually

06 STRATEGIC ALIGNMENT

## PRODUCT DATA HIERARCHY

Established a governed product hierarchy that created a trusted foundation for enterprise analytics

08 CHANGE MANAGEMENT

## RETAIL STORES REPORTING MODERNIZATION

Migrated legacy SQL server to modern platform with zero disruption

10 STORYTELLING

## SKU REDUCTION INSIGHTS

Transformed complex data into clear, compelling narratives that informed decision-making and created tangible business outcomes

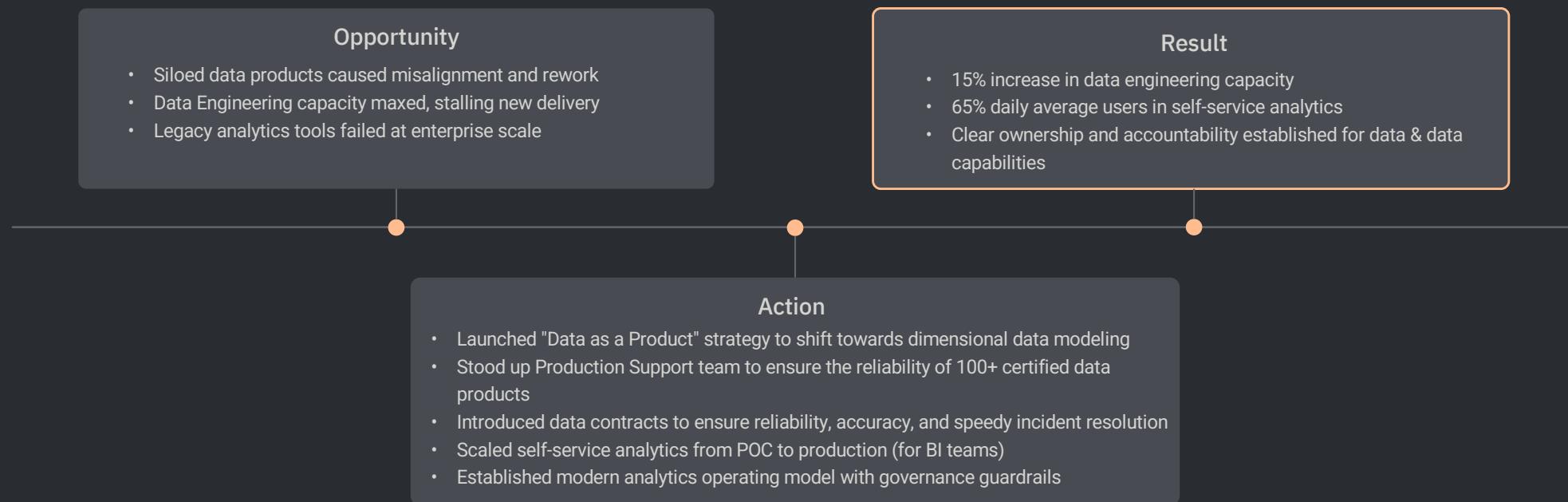
12 SCALABILITY & AUTOMATION

## UNIFYING GLOBAL PARTNER MARKETS DATA

Delivered a scalable analytics capability that informed strategic decision-making

# DATA AS A PRODUCT STRATEGY

Developed and implemented "Data as a Product" strategy to unlock engineering capacity, scale insights delivery, and establish clear data ownership across the enterprise.



## Key Outcomes Achieved



### Fast, Intuitive Access

Users access trusted data instantly



### Single Source of Truth

Alignment across all domains



### Scalable Investment

Modern tools and standardized practices



**Leadership Competencies Demonstrated:** Thinks Strategically • Cultivates Innovation • Influences Others • Drives Clarity • Embraces & Drives Change

## SELF-SERVICE ANALYTICS

Scaled self-service analytics from proof-of-concept to enterprise-wide adoption, securing executive funding, validating through pilots, and implementing proper governance and guardrails to propel the organization along the analytics maturity curve.

### The Challenge

Teams faced slow performance with Excel and Tableau, inconsistent insights, high dependency on engineering team to curate custom views, and spent many hours manually manipulating data.

### Strategic Approach

After evaluating multiple BI tools, Sigma was selected for its direct cloud data warehouse querying, ensuring fast, governed access to granular data. A successful pilot secured executive funding for an enterprise rollout.

### Measurable Impact

Achieved over 65% daily active users within 6 months, empowering business teams with independent data exploration, improved reporting consistency, and simple access to a scalable analytics foundation.

This transformation was critical in enabling business teams to make data-driven decisions faster and with greater confidence.

### Why It Matters

- Shifted data engineering from a bottleneck to an enabler
- Balanced user empowerment with robust data governance
- Drove high adoption by solving real business pain points

To ease the burden on business teams transitioning to this new model...

Shifted headcount to own self-service enablement

Established analytics use case support model

Built a user community & held regular sessions

# ANALYTICS OPERATING MODEL

Created enterprise-wide coordination and governance structures to align priorities, establish data ownership, and accelerate delivery across all analytics functions.

**From**

## Reporting Silos

Inability to progress along analytics maturity curve due to fragmented approaches

## Lack of Prioritization

No easy way to prioritize data and analytics initiatives across the enterprise

## Data Governance Gap

Lack of data governance model and roles meant misalignment and slower development

**To**

## Clear Coordination

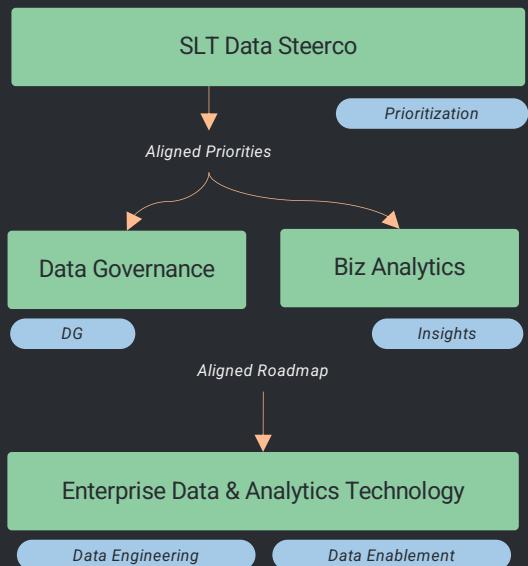
Structured collaboration and data capability ownership across functions

## Strategic Approach

Leadership forum to prioritize work and solve problems together

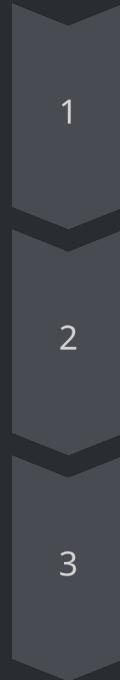
## Measurable Impact

Two data governance positions filled with clear capability ownership



## TECHNOLOGY ORG TRANSFORMATION

Restructured a global technology team to reduce costs by \$2M+ annually while increasing capability, diversity, and team performance through strategic workforce planning and empathetic change management.



### Built Business Case

- Identified areas of overspend and quantified potential savings
- Developed restructuring plan to meet evolving business needs
- Secured leadership alignment on transformation approach

### Hired Right Talent

- Increased team diversity across skillsets and locations
- Built recruiting strategy to access global talent pools
- Balanced FTE and ETW workforce for optimal flexibility

### Fostered High Performance

- Integrated teams with transparency and empathy
- Created unified culture grounded in trust and shared goals
- Established clear roles and accountability frameworks

**\$2M+**

#### Annual Savings

Reduced operating costs

**4**

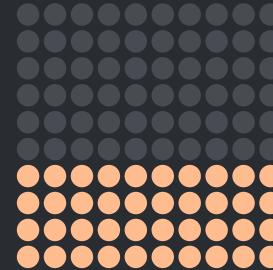
#### Global Hubs

From single Boston location

**100%**

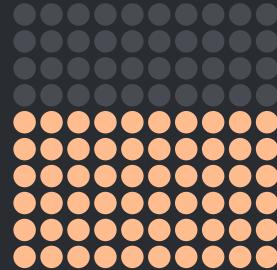
#### Knowledge Retention

Eliminated constant resource churn & progress friction



**40%**

FTE Before



**60%**

FTE After

Heavy reliance on extended workforce

Strategic FTE investment

Optimized extended workforce model



**Leadership Competencies Demonstrated:** Organizational Leadership • Talent Development

## GROSS-TO-NET SOLUTION

Established a single source of truth for financial reporting metrics to drive alignment across functions, scale analytics maturity, and revitalize a stagnant project team.

### Opportunity

Gross-to-Net definitions varied across business functions.

Inconsistent implementation under existing project team stalled delivery and eroded stakeholder trust.

### Action

Built comprehensive as-is entity relationship diagram to identify inconsistencies.

Defined data model with standardized metrics and logic that embedded geo nuances clearly.

Operationalized model for consistency across enterprise data architecture.

### Result

Aligned Gross-to-Net definitions across all domains.

Enabled consistent reporting and confident decision-making across geos and channels



### Impact Achieved

- Unified financial reporting standards across finance and planning teams
- Accelerated decision-making
- Restored stakeholder trust and confidence in our team
- Established reusable data models



**Leadership Competencies Demonstrated:** Drives Clarity • Fosters Effective Teamwork

## PRODUCT DATA HIERARCHY

Established a single, governed product hierarchy that eliminated reporting discrepancies and created a trusted foundation for enterprise analytics.

### The Challenge: Fragmented Product Data

Product data was scattered and inconsistent across the organization, with teams using varied attributes and offline files. This led to persistent reporting discrepancies, increased governance risks, and eroded confidence in analytics across Digital, Planning, Operations and Finance teams.

### The Strategy: A Unified Data Model

We initiated an enterprise-wide data governance effort focused on product hierarchy alignment. Our goal was to create a single, conformed product data model capable of supporting all analytics use cases.

### Execution

- Conducted deep analysis of legacy data models and their downstream dependencies
- Designed and implemented a new and authoritative product data model, inclusive of the new hierarchy
- Successfully retired outdated legacy product tables
- Repointed all existing pipelines and products to the new, governed model
- Leveraged self-service analytics for new data products to eliminate future tech debt

### Key Outcomes

- Established a single source of truth for all product data
- Successfully repointed over 45 data products to governed hierarchy
- Eliminated recurring reporting discrepancies and the need for offline data manipulation
- Significantly improved trust and consistency in analytics

### Why It Matters

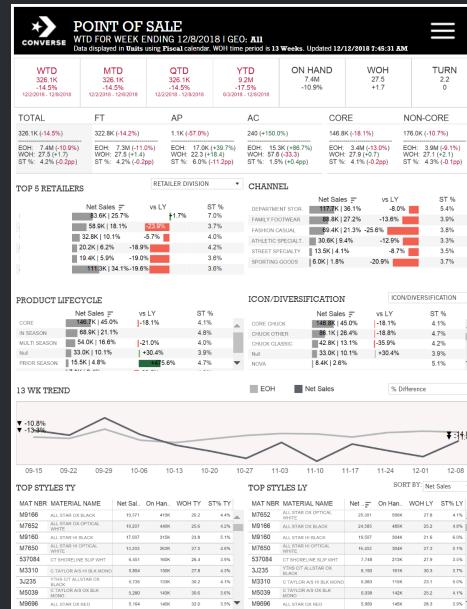
- This work shifted product data from fragmented and fragile to aligned and scalable, proving that governance can enable better decisions, not slow them down.
- Laid the foundation for future data governance initiatives.



**Leadership Competencies Demonstrated:** Thinks Strategically • Values Differences • Embraces & Drives Change

# CONVERSE POS REPORTING

Balanced rapid, iterative delivery to meet an immediate business need with long-term data enablement to sustain ongoing insights for strategic decision-making.



## Rapid Value Delivery

Delivered a Tableau Dashboard within two weeks, providing immediate visibility for business planning teams who had never had access to this data before.

Partnered strategically with Nike GTM analytics team to secure data access and implement all required security measures without compromising speed.

## Scalable Enablement

Earned trust with Nike GTM analytics team to unlock backend wholesale POS data, enabling Converse to become fully self-sufficient in their analysis.

Empowered planning teams to model data flexibly and on-demand, dramatically accelerating their decision-making cycles and reducing their dependence on the centralized engineering team.

2

## Weeks to Delivery

## From request to production

100%

## Self-sufficiency

Full insights enabled



## Strategic Value

Ongoing insights for planning



## **Leadership Competencies Demonstrated:** Achieves Results • Fosters Effective Teamwork

# RETAIL STORES REPORTING MODERNIZATION

Successfully navigated significant risk of legacy systems by leading a complete migration to a modern data platform, transforming how the retail stores teams accessed and used store performance data.

## The Challenge

Faced critical risk from aging legacy SQL server that threatened business continuity. Required full-scale shift to modern data platform without disrupting daily operations.

## Change Management

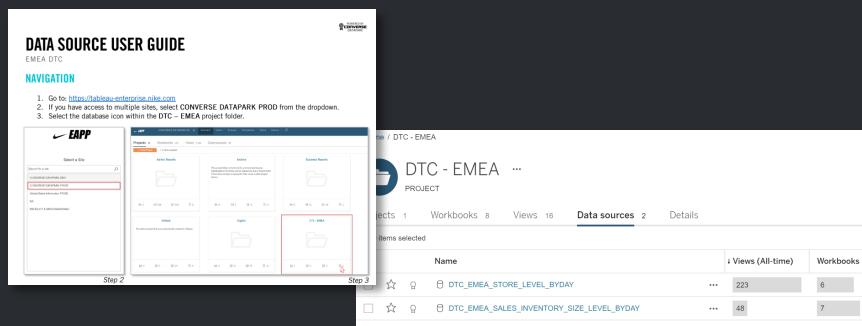
Developed detailed user guides, led comprehensive training sessions, and rebuilt critical reports to validate accuracy, build stakeholder trust, and ensure a seamless transition.

## Comprehensive Rebuild

Managed the scope of rebuilding all data pipelines, redesigned core data models for scalability, and delivered on new stakeholder requirements while maintaining accuracy.

## Faster, Modern Model

Delivered a faster, more accurate self-service model that empowered the retail stores teams to access performance data independently and make decisions with confidence.



**Leadership Competencies Demonstrated:** Manages Conflict • Instills Trust

## SCOREBOOK! MARKETPLACE DASHBOARD

Developed and led the successful launch of Scorebook! Marketplace!, transforming stakeholder feedback into a robust Tableau dashboard that delivered new metrics, streamlined UX, and improved performance.

### → Insight-Driven Development

Translated stakeholder insights into the launch of Scorebook! Marketplace, aligning the product with real business needs.

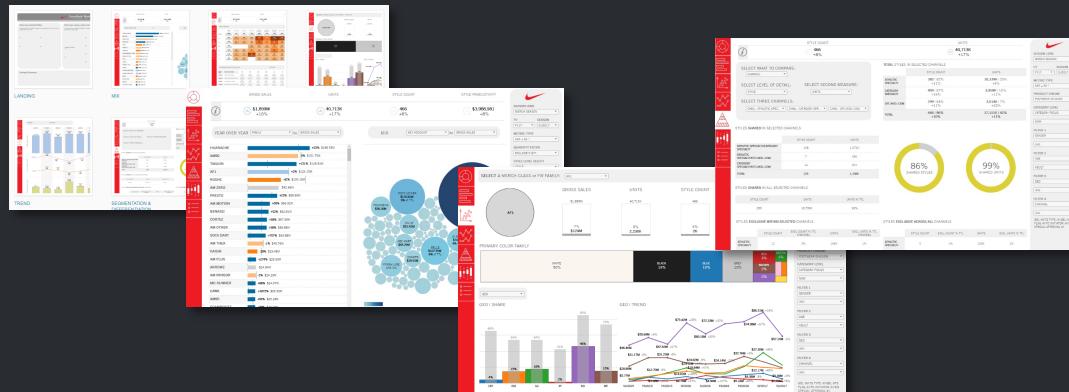
### → Strategic Partnerships

Cultivates strong relationships with key merchants and category analysts to ensure a robust initial offering and continuous improvement loop for the product.

### → Feature-Rich & User-Centric

Delivered a suite of new features and improved UX, coupled with optimizations to elevate overall usability and better adoption.

Developed new metrics to manage sku distinction across geos, channels, and accounts.



2

**New Metrics**To Measure SKU Distinction  
& Harmonization

100+

**Merchants Onboarded**

Secured adoption from merchandising organization

## Top 10

**Most Used Dashboard**

Across Nike, Inc.



**Leadership Competencies Demonstrated:** Know the Business • Wins with Consumers • Cultivates Innovation

## SKU REDUCTION INSIGHTS

Transformed complex data into clear, compelling narratives that informed decision-making and created tangible business outcomes.

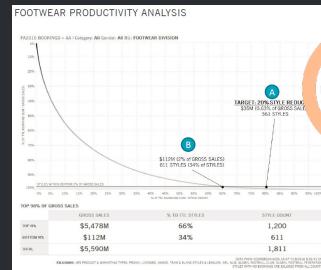
### QUESTION THE STATUS QUO

Is a 20% reduction in footwear and apparel styles feasible without significant business impact?



### UNDERSTAND THE DATA

Analyzed sell-in data, projecting that a 20% style reduction would have less than a 1% effect on gross sales by identifying lower performing SKUs.



### RECOMMEND STRATEGIC ACTION

Proceed with detailed analysis of specific style candidates for reduction, focusing on those with minimal sales impact and high operational cost.



# CUSTOMER SERVICE DASHBOARD

Spearheaded the creation of a comprehensive customer service dashboard from initial concept to deployment, empowering frontline agents with critical real-time insights.

## PRODUCT DEVELOPMENT JOURNEY

- Requirement Gathering:** Collaborated closely with customer service agents and data engineering team to capture diverse reporting requirements and define KPIs
- Data Engineering & Logic:** Designed and implemented robust SQL logic, validating complex queries to ensure data accuracy and integrity
- Dashboard Development:** Developed an intuitive Tableau dashboard, transforming raw data into user-friendly visualizations that enabled customer service agents to quickly identify and address customer needs
- User Training & Adoption:** Conducted comprehensive training sessions for agents and supervisors, fostering high adoption rates and integrating dashboards into daily workflows

```
with TotalOrders as (
select
o.order_id as order_id,
o.order_status as order_status,
o.order_placed_dt as order_placed_dt,
sum(olm.order_line_total_price) as order_total_amount,
null as tickler_id,
null as tickler_action_id,
cast(null as int) as tickler_status,
null as tkrlreason_id,
cast(null as timestamp) as nexttickledate,
cast(null as timestamp) as timescheduled,
cast(null as timestamp) as timeclocked,
cast(null as timestamp) as timetupdated,
null as comment_tickler,
cast(null as timestamp) as timetaken,
null as users_id,
cast(null as timestamp) as actiontime,
cast(null as timestamp) as lastupdate,
null as comment_action,
cast(null as int) as worktime,
null as tickler_reason_code,
null as action_code,
null::boolean as closingaction,
null as comments,
null as team_lead,
null as supervisor,
null as manager
)
FROM chewybi.orders o
LEFT JOIN chewybi.order_line_measures olm on o.order_id
LEFT JOIN denver.tickler t on t.actionobject_id = o.order_id
where order_placed_dt >= '2017-01-01'
and t.actionobject_id is null
group by 1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19
order by o.order_id
)
)
tickler as (
SELECT
t.actionobject_id as order_id,
o.order_status as order_status,
o.order_placed_dt as order_placed_dt,
sum(olm.order_line_total_price) as order_total_amount,
TO_CHAR(t.id) as tickler_id,
TO_CHAR(e.id) as tickler_action_id,
t.status as tickler_status,
TO_CHAR(t.tkrlreason_id) as tkrlreason_id,
t.nexttickledate,
```

## Result

Timely follow-up with Chewy customers to maintain an award-winning customer experience



## UNIFYING GLOBAL PARTNER MARKETS DATA

Addressed fragmented data across 20+ global partners by designing a scalable ingestion and analytics model, enabling cohesive fleet-level visibility and strategic partner management.

### The Challenge

- Fragmented data across 20+ partners with varying maturity levels
- Limited fleet-level performance visibility
- Manual, inconsistent data hindering scale

### Strategic Approach

- Defined ingestion patterns for data collection, validation and transformation
- Designed a flexible data model for a unified view of the global partner market fleet
- Ensure balance between immediate usability and long-term scalability for future integrations

### Measurable Impact

- Enabled fleet-level visibility across all partner markets
- Created a repeatable onboarding model for new partners
- Improved data consistency, trust, and usability, empowering strategic decision-making for one of the most profitable segments of the business

### Why It Matters

This work transformed partner data from fragmented and manual (or non-existent) into a durable, scalable analytics capability, empowering our Global Partner Markets team to manage our global partner ecosystem strategically, rather than market by market.

# ENTERPRISE DATA PLATFORM MIGRATION STRATEGY

Created a strategic plan to migrate our existing tech stack to a scalable, governed analytics platform on Databricks.

## The Situation

Data ingestion, processing and consumption patterns were fragmented across tools and technologies, driving higher than necessary maintenance costs, slowing delivery of new insights, and increasing governance and security risk. At the same time, Nike's broader technology modernization required a transition from Snowflake to Databricks on an aggressive timeline.

## My Approach

- Created a comprehensive inventory of current state, including:
  - Ingestion & processing patterns (db connections, APIs, file transfers, Matillion jobs, Snowflake processing, etc.)
  - Consumption patterns (Tableau, Alteryx, Sigma, Excel)
  - End-user impact
- Translated this analysis into a phased migration roadmap with clear milestones and dependencies
- Defined guiding principles for the migration
  - Simplify ingestion and process patterns
  - Converge on shared, trusted data models
  - Protect business continuity through the migration

## Why It Matters

This work shifted the conversation from “how hard is this migration?” to “how do we use this moment to build a simpler, faster, and more trusted data ecosystem?”, laying the strategic foundation for execution and long-term analytics maturity.

## The Objective

Design a clear, executable migration strategy that:

- Minimized disruption to business teams
- Provided leadership with credible LOE estimates, scenario-based investment options, and clear tradeoffs
- Simplified data patterns and models to reduce maintenance costs

## Key Outcomes

- Created clarity and confidence for leadership to make informed investment decisions
- Established a realistic, executable path forward
- Proactively secured additional enablement support to help upskill the team and validate technical decisions
- Positioned the organization to execute the migration with reduced risk and greater long-term return: faster analytics delivery, stronger governance and security, improved scalability and flexibility for future use cases.



**Leadership Competencies Demonstrated:** Drives Clarity • Cultivates Innovation



# Personal Passions

Energized by staying active through sports, spending time with my family, exploring the outdoors, and expressing my creativity through cake decorating, water coloring, DIY projects, and gardening.

playing soccer



family



cake decorating



art & design



gardening



travel & outdoors



match day



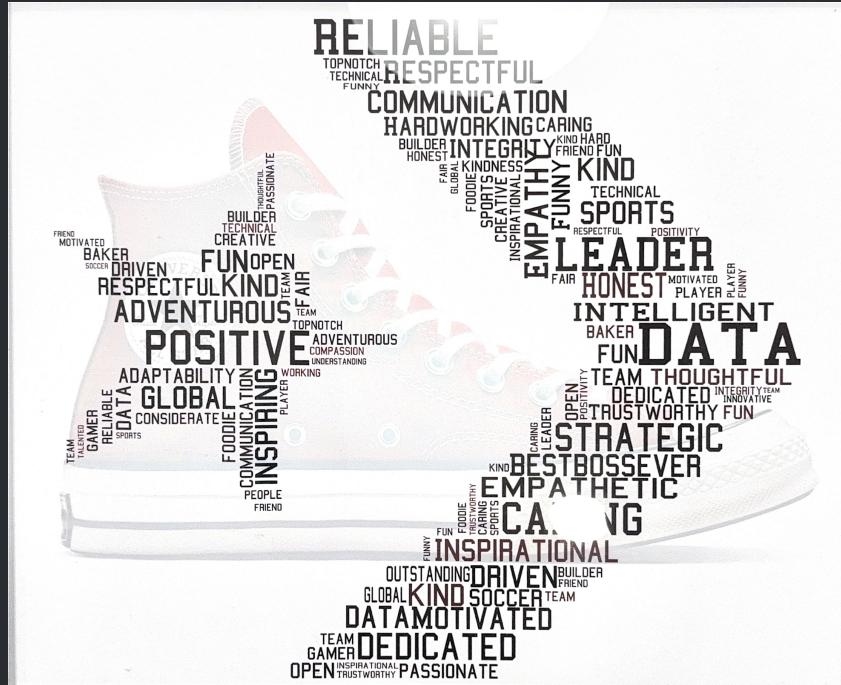
*growth is a mindset and something I focus on daily.*



PEER RECOGNITION

# Recognized for Impact

Celebrated by peers and colleagues for leadership, technical excellence, and collaborative impact across the organization.



Thought Partner  
She could always figure things out  
We will miss you Lauren You never had to second guess her word  
Analytical Mind  
Lauren is amazing



Task Master  
Drives Results Resourceful  
DRIVEN  
Talented TABLEAU  
SMART REALIST  
FUNNY  
Super down to earth  
Positive Attitude  
Lauren BRINGS it day in and day out Sharp  
Answers Great Teammate!  
Fellow Learner



Peer Recognition | Lauren Dishong

## Managers



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