

# Luis Salazar

📍 El Paso, Texas ✉ lasalazar@alum.mit.edu 📧 in/lasm 🌐 <https://www.lasm.co>

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## SUMMARY

Senior Manager of Commercial Analytics with 14 years of experience in data analysis and consulting. Proven ability to analyze complex datasets, develop insights and recommendations, and execute data-driven strategies. Excellent knowledge of Excel, SQL, and their advanced features.

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## EXPERIENCE

### Senior Manager, Commercial Analytics

EverView

January 2022 - February 2023, Ridgefield Park, NJ

- Implemented cloud technologies & operational standards within the Commercial Analytics team, improving organizational efficiency as well as collaboration with other teams, and reducing downtime by ~14%.
- Tracked weekly performance of 39 sales directors & 44 client success managers to determine progress against predetermined goals & objectives as well as collaborated with Sales Enablement & Compensation team, ensuring delivery of proper training & incentives.
- Developed Excel tool that decreased forecast reporting time by ~75% for client success team managing 86% of revenue.
- Performed SQL queries as needed for ad-hoc reports on invoices, revenue data, or customer data.

### Engagement Manager, Strategy & Analytics

Winhall Mill

July 2015 - January 2022, El Paso, TX

- Increased member engagement by 14% and profit margin 5% through pricing optimization, conducting member surveys (5K respondents), & building financial model that evaluated data from 1MM+ trips for leading car-sharing company.
- Improved conversions by ~20% and reduced lead-to-close time process ~30% (from ~9mos to ~6mos) by developing buyer personas, financial model, value-based pricing strategy, & sales tool for construction company SaaS IoT company.
- Developed complex financial analysis model and operations strategy to restructure departments of rural hospital; led to projected annual recurrent savings of \$4.2MM and subsequent acquisition by client.
- Implemented cloud technology solutions to improve collaboration between manufacturing stakeholders, decreased production time by 15%, lowered cost of design by 40% through workforce reduction due to technology improvements, and reduced scrap and re-work by 20% at international manufacturing client.

### Consultant (Promoted from Analyst in 2013)

Accenture

October 2008 - July 2015, Houston, TX

- Managed 6 offshore resources to build, test, and coordinate activities between 4 teams and 5 separate major ERP systems; managed all issues related to integration and deployment of new ERP application.
- Headed team of 3 consultants in developing and implementing \$250K technology tool that captured, tracked, and visually monitored 35,000+ stakeholders for leading oil supermajor.
- Oversaw team of 3 PMO specialists in reviewing ~1,000 artifacts to align with Requirements Traceability Matrix in design of a major state's insurance exchange; led analysis of 500+ business requirements and resolved 397 issues.
- Received 13 awards for Excellence in Client Service.

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## EDUCATION

### Master in Business Administration

Massachusetts Institute of Technology, Sloan School of Management • Cambridge, MA • 2015

### Master in Engineering and Management

Case Western Reserve University, Weatherhead School of Management • Cleveland, OH • 2008

### Bachelor of Science in Biomedical Engineering

The University of Texas at Austin • Austin, TX • 2006

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## SKILLS

**Hard Skills:** Data Analysis, Reporting, Financial Analysis, Market Research, Project Management, Process Optimization, Pricing, SQL, Excel, Access, Salesforce, HubSpot, SalesLoft

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## CERTIFICATIONS

### HubSpot Marketing Software Certification

HubSpot Academy • 2023

### Microsoft Excel Expert

Microsoft Office Specialist • 2022