**Matthew Rundle  
Commercial Analytics and Data Science  
Austin, TX | 949-734-0624 | Matthewtrundle@gmail.com**

**SUMMARY**

Director-level analytics and data science leader with 10+ years of experience helping companies harness the power of AI and machine learning to scale smarter and grow faster. Proven success leading global teams and delivering $200M+ in commercial impact through predictive modeling, market optimization, and data-driven decision-making. Adept at bridging executive strategy with technical implementation to accelerate growth and improve operational efficiency.

**SELECTED ACHIEVEMENTS**

- Increased total supply by 20% through KPI-led sales and marketing enablement, contributing to $100M+ in incremental value.

- Delivered VP- and C-suite-facing dashboards, guiding strategic roadmap decisions across Product, Finance, and Operations.

- Built and launched ML-powered onboarding and readiness scores adopted across global teams, improving early conversion by 12%.

**EXPERIENCE**

**Expedia Group (Vrbo) — Austin, TX**

Senior Manager, Supply & Commercial Analytics | Apr 2021 – Jan 2025

- Led a global team of 6 analytics engineers and data scientists to develop ML-driven supply quality and readiness models, increasing early booking conversion by 12% across 570k listings.

- Increased total supply by 20% through strategic KPIs, opportunity modeling, and targeted campaign enablement, driving $100M+ in incremental value.

- Led cross-functional A/B testing of product features and pricing strategies, translating results into strategic product enhancements and model updates—driving a 12% uplift in bookings among partners who adopted the optimized pricing model.

- Delivered C-suite reporting on supply health, bookings, and opportunity adoption, influencing VP and President-level strategy.

- Modeled inventory and ROI forecasts with Finance, shaping resourcing plans through 2026.

Manager, Analytics and Data Science | May 2019 – Apr 2021

- Designed segmentation and cluster frameworks to improve property targeting, increasing yield in under-penetrated markets.

- Built and tracked adoption of opportunity models with measurable commercial ROI and sales productivity gains.

- Developed foundational KPI reporting for executive planning and forecasting.

Data Analyst II | Jan 2018 – May 2019

- Delivered sales and performance insights during Vrbo’s integration into Expedia Group, helping scale global inventory strategy.

- Created dashboards to monitor listing quality and conversion, laying the foundation for ML-powered readiness and quality scores.

- Supported alignment across Sales, Marketing, and Product during a period of rapid platform expansion.

**National Instruments — Austin, TX**

Senior Analytics Consultant | Feb 2016 – Oct 2018

- Partnered with internal business units to design scalable reporting and forecasting tools, improving product and marketing performance visibility.

- Led strategic modeling and dashboard development initiatives that improved resource allocation and team alignment.

- Standardized core analytics workflows, reducing manual reporting time by 40%.

**ABC Company — Austin, TX**

Senior Business Analyst | Feb 2013 – Oct 2016

- Led integrations of hospital performance analytics tools, helping hospital systems improve provider efficiency and operational outcomes.

- Built customized SQL-based data pipelines and dashboards to ingest and standardize data from newly acquired hospital systems.

- Launched analytics products across 8 hospital systems, adapting implementations to organizational needs and ensuring smooth onboarding.

- Bridged technical and clinical teams to translate healthcare priorities into scalable, data-driven solutions.

**SKILLS**

- Strategic KPI Development & Forecasting

- Machine Learning Applications for Supply & Sales

- Data Product Management & Roadmapping

- Experimentation Design & Uplift Modeling

- Executive Stakeholder Management

- Self-Service Analytics & BI Enablement

- Sales Funnel & CAC/LTV Optimization

**EDUCATION**

BA, Management Information Systems

Washington State University