Michael Ward

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Detail oriented analyst experienced in report design and dashboard development for informed, fact-based decision making.
MBA with a decade of professional experience in Product and Analytics, from global market research to consumer and business banking product conversions, enabling data-based decision making and cost-effective investment strategies.

Specialties

Data Analysis and Visualization, Market Research, Product Management, Competitive Analysis, Corporate Communications

Tools

Tableau, Excel, Cognos, SQL, PowerBI, R

Experience

Bank of the Sierra, Roseville, CA

Sr. Product Analyst, May 2021 - September 2025

Analyst lead for product- focused projects including digital banking, marketing, and retail banking.
- Product lead for digital platform conversion efforts, from vendor evaluation to testing and product launch, and ongoing roadmap.
- Developed and maintained Tableau dashboards for Retail Branches, Regional Admins, and Market Presidents.
- Tracked Net Promoter Score via customer surveys using SurveyMonkey.
- Used internal and industry data sources for projects evaluating market expansion and investment targeting.
- Supported Finance, HR, Retail, Lending, Treasury, and C-Suite.
- Created targeted custom reporting for contact campaigns focused on Paper Statement conversion.

Mechanic's Bank, Roseville, CA

Product Analyst, October 2018 - October 2020

Analyst for Product Management team during core conversion. Managed data and analysis for multiple account conversion projects in addition to core conversion. Built exception reports to flag accounts with possible billing errors.
- Data lead on consumer account conversion, notifying customers and updating accounts to new product set.
- Performed mass validation of account attributes across core conversion.
- Managed dashboard reporting structure for product team in Power BI.
- Maintained reporting for customer, card, and small business products leveraging BIC Web Intelligence, Cognos BA, etc.
- Ad hoc Excel reports utilizing cubes, pivots, data presentation cleanup, etc. for Marketing, Finance, Treasury.

Mathnasium Headquarters, Los Angeles, CA

Business Analyst, December 2016 - October 2018

Developed reporting for Education, Marketing, and Franchise Development teams. Set up Tableau Server for live reporting capabilities with a focus on empowering department heads to make informed decisions on available data without needing to go to IT for support.
- Built monthly, quarterly dashboards for the Board of Directors highlighting franchise expansion and financial performance.
- Developed multifactor bonus schedule for consultants using benchmarks relevant to franchise development lifecycle.
- Developed compliance metric reporting for individual marketing spend, minimum performance based on addressable market.

Verifone, Rocklin, CA

Product Analyst, May 2013 - December 2016

Performed market sizing analyses for the US and abroad. Collaborated with outside industry analysts for market studies. Closely tied to the IR team for earnings presentation prep and market focused inquiries, focused on EMV and NFC penetration. Managed global market share analysis focused on growth and competition across 3 years on constant currency basis.
- Developed product rollout plans based on forecasted market upgrade cycles.
- Developed forecast model for EMV and NFC adoption in the USA.
- Developed and maintained USA Total Available Market model with customer segmentation of EMV and NFC.
- Created internal newsletter and hosted webinars to build awareness of latest trends/competitors in the payment industry.
- Tracked new products in development and provided monthly status reports to regional presidents.
- President's Award Winner 2014 for performance in earnings preparation and hardware penetration analysis.

Education

UC Davis - MBA 2013
Marketing and Operations