

# Michael A. Davis

Fractional Chief Data Officer

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## Summary

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As a senior data leader and systems thinker, Michael A. Davis solves complex business problems by building custom solutions. His work is always grounded in a CFO's financial discipline, focusing on ROI and bottom-line impact. He often develops new frameworks to achieve results, blending his academic insights with hands-on experience.

## Experience

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2021 - Present

### DataBuddy LLC

Founder & Principal Consultant

- Provide executive-level strategy and hands-on execution as a fractional Chief Data Officer for a diverse client portfolio across key industries including Private Equity, B2B SaaS, Medical Devices, Logistics & Supply Chain, and National Sporting Bodies.
- Architect and implement custom end-to-end data systems, machine learning models, and AI solutions to solve core business problems, directly increasing revenue and operational efficiency for clients.

2023 - 2024

### Multi-Unit Athletic Training Franchise

Owner-Operator

- Purchased two new franchise territories in Northern California; after hitting real-estate roadblocks, acquired an operational turnaound facility in Nevada.
- Post-acquisition diligence revealed untenable franchisor breaches; shifted the focus from day-to-day operations to corporate resolution.
- A hard-won lesson in M&A that ignited a drive for transparent and principled acquisitions.

2019 - 2021

### Snowflake

Growth Data, Sales

- Led the CRM data strategy for the sales organization during a period of hyper-growth, building the analytical frameworks that guided market penetration and expansion.
- Engineered a scalable system for high-value new account identification and territory assignment, providing a strategic foundation for sales team targeting.

2017 - 2019

### LinkedIn

Tech Lead, GTM Data Science

- Led the end-to-end re-architecture of the company's core marketing and sales funnel reporting, providing unprecedented clarity into campaign ROI and influencing millions in marketing spend.
- Designed and implemented a marketing attribution framework, unifying disparate data sources into a single source of truth for all GTM activities.
- Recruited and mentored a high-performing team of data scientists, establishing a culture of technical excellence and business impact.

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## Teaching & Academic Engagement

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### Santa Clara University, Leavey School of Business

Adjunct Lecturer

Cultivated the next generation of data leaders by developing and teaching practical courses on data analytics, business intelligence, and programming.

### Northeastern University

Adjunct Lecturer

Taught courses in calculus and statistics for business and healthcare, applying quantitative concepts to real-world industry problems.

## Education & Certifications

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### Northeastern University

Master of Science, Industrial & Applied Mathematics

### Clarkson University

Bachelor of Science, Applied Mathematics & Statistics w/ Honors

### MITx MicroMasters

Logistics, Materials, and Supply Chain Management

### CTEC Registered Tax Preparer (CRTP)

## Technical Skills

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### Core Competencies

Data Strategy, P&L Analysis, Predictive Modeling, AI

### Databases

Snowflake, BigQuery, Redshift, PostgreSQL, MySQL

### BI & Visualization

Tableau, Looker, Power BI, D3.js

### Languages

Python (Pandas, NumPy, Scikit-learn), SQL, R, Scala, JavaScript, HTML, CSS

### Cloud Platforms

AWS, Microsoft Azure, Google Cloud Platform (GCP)

### Other Tools

Airflow, Git, Spark, Hive, Salesforce, Hubspot, QuickBooks

## Community Engagement

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### Habitat for Humanity

Core Volunteer, Electrical Crew

The Sacramento chapter is one of the few Habitat chapters where electrical systems are installed by volunteers. We are monitored by a licensed electrician, but the hands-on work is done by volunteers. In 3 years on the team, I've wired over 20 homes, including the main electrical panel, all branch circuits, lighting, outlets, and switches.