

Michael A. Davis

Fractional Chief Data Officer

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Summary

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

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 turnaround 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

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

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

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

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.