

# JOHN SMITH

## DIRECTOR, DATA SCIENCE & AI STRATEGY

### CONTACT

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- Location, CA

### SKILLS

- Strategic, Cross-Functional Leadership and Collaboration
- Mentoring, Coaching and Development
- Systems Thinking
- Business Transformation
- Data Engineering, Data Science, AI
- Analytics and Insights
- Technology Strategy
- Project Management
- Data Strategy and Governance
- Demand Generation
- Systems Integration
- Customer-First and Stakeholder Engagement
- Establish KPIs and OKRs

### EXPERTISE

- Python
- SQL, dbt
- Spark / PySpark, Hadoop
- Databricks
- Snowflake, BigQuery
- Airflow, Oozie Fivetran
- copy.ai, Copilot, ChatGPT
- AWS, Azure
- Git, CI/CD
- Tableau, CRM Analytics
- Jira
- SCRUM / Agile, Waterfall
- Tableau, PowerBI, Excel
- SmartSheet, Google Workspace
- Microsoft Office

### SUMMARY

Empowering outcome-based decision making through the delivery and analysis of rich and meaningful data. Architecting tools and systems to connect people and process, uniting and leading teams to deliver impactful insights that shape business strategy.

### PROFESSIONAL EXPERIENCE

#### Director, Data Science & AI Strategy

Big Networking Company Name

2017 - Present

- Grew and led a global team of 15 Data Engineers, Data Scientists and Analysts, transforming culture from being intuition led to data driven.
- Architected and implemented scalable, AI-ready data platforms using Databricks and Snowflake, supported by complex ELT pipelines built with Airflow, Spark, Python, and SQL to ensure data quality, observability, and performance.
- Lead cross-functional agile teams to implemented best-practice guidelines for data governance and stewardship, maintaining a pragmatic approach to data access to enable insights and decision making across the organization.
- Managed multiple data warehouse migrations overseeing the design and development of scalable data pipelines, supporting Analytics and Insights teams, and ensuring data quality with best-practice MDM approaches.
- Architected a Customer 360 data model, creating a digital-twin of Marketing, Sales and Services to support Revenue Operations. Allowing for troubleshooting and diagnostics of campaign performance and ROI metrics, as well as enabling Sales team to increase likelihood of quota attainment by up to 20% through use of supporting Dashboards.
- Communicated complex data insights to both technical and non-technical audiences across the business, including Go-To-Market leadership, VPs, and C-level stakeholders, by delivering presentations and dashboards that translate data into actionable, decision-ready insights.
- Spearheaded implementation and deployment of AI/LLM strategy within Go-To-Market, delivering hyper-personalized content, demonstrating an increased email engagement and response rate from 1% to 10%.
- Delivered Demand Generation data set and Dashboards, providing campaign level performance reporting, enabling campaign strategists and architects across paid media and demand to more effectively position GTM strategy.
- Propensity based Lead Scoring: Led cross functional delivery of an AI/ML based lead scoring model, decreasing qualified lead volume by ~40%, while doubling BDR opportunity conversion rate.
- Led Scope 3 'Use of Sold Product' carbon emissions (CO<sub>2</sub>e) data and documentation efforts, delivering key metrics to support Company's Corporate Social Responsibility (CSR) reporting and sustainability initiatives.
- Provided mentorship to both direct and cross-functional team members, fostering a service-oriented, business-first mindset focused on continuous learning and delivering measurable impact.