Zach Sharek

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I am a behavioral economist (Carnegie Mellon Tepper- PhD) who focuses on evaluating and manipulating data to improve decision-making. My expertise includes: statistical analysis, experimental design, strategy and decision-making, and interpretation of behavioral insights. Using these skills, I lead teams of product managers, data scientists, and developers to create and enhance data-driven products that help companies engage with consumers.

Experience

- **Apturis**, A BBC seed funded marketing analytics startup **Pittsburgh, PA**
  Founder & Executive Director *2/2016–current*
  - Recruited by senior leadership at the British Broadcasting Corporation (BBC) to form a company focusing on improving global marketing strategy and decision-making
  - Developed a solution using novel data sources, enabling real-time global measurement of the BBC's marketing efforts & media properties
  - Currently licensing the technology to the BBC and other media companies

- **Rhiza**, A Draper Triangle funded marketing analytics startup **Pittsburgh, PA**
  Senior Vice President of Product Strategy *11/2014–1/2016*
  - Led a team of 18 product managers, developers and data scientists in creating products for data-driven marketing analysis for media ad sales clients; Resulted in 24 new customers and 200% increase in monthly recurring revenue
  - Directed business development of partnerships with top providers of syndicated marketing data, including Nielsen, Rentrak, Experian and Polk
  - Consulted with media clients to optimize ad sales revenue and consumer research; Increased success of ad sales pitches by 75%

- **CivicScience**, A NPD Group funded big data consumer insights startup **Pittsburgh, PA**
  Director of Strategy & Innovation *3/2013–10/2014*
  - Led the company's consumer insights consulting team; Tripled consulting revenue within one year
  - Created data products identifying persuadable consumers; Resulted in acquiring over 30 consumer goods clients, including General Mills, T-Mobile and Samsung
  - Developed marketing strategy and ROI analytic models for healthcare clients using over 500 million insurance claims; Increased advertising ROI by over 50%

- **Tepper School of Business, Carnegie Mellon University** **Pittsburgh, PA**
  Researcher & Instructor *7/2006–5/2012*
  - Research focus on strategy & management, especially judgment & decision-making
  - Awarded $223,000 National Science Foundation grant on behavioral biases in decision-making resulting in four papers & seven conference presentations
  - Instructor for classes on management, decision-making and negotiations with teaching evaluations in top 10% of university

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Experience continued

- **Harvard Business School, Harvard University**   **Boston, MA**
  Research Associate   *1/2006–7/2006*
  - Created models of media consumption from analysis of multi-terabyte datasets; including the largest ever dataset HBS had used for research
  - Designed economic experiments investigating behavioral game theory, the results were used in three academic papers
  - Managed experimental economic lab; Supervised three research assistants; Developed and administered over 25 experiments

- **Accenture**   **Charlotte, NC**
  Consultant   *8/2003–7/2005*
  - Led an international team of 15 programmers & testers in successfully stress-testing an online-banking website with over $300 billion of deposits
  - Designed and lead implementation of mortgage securitization and re-underwriting software that processed up to $10 billion of mortgages daily for a financial startup
  - Created a statistical model determining which mortgages to re-underwrite; Resulted in 33% increase in mortgage securities processing speed

Education

- **Tepper School of Business, Carnegie Mellon University**   **Pittsburgh, PA**
  Ph.D., Organizational Behavior & Theory (Strategy & Management)   *8/2006–5/2012*
  - Expertise: strategy, judgment & decision-making, behavioral economics, negotiations

- **University of North Carolina**   **Chapel Hill, NC**
  MS, Information Science   *8/2000–12/2002*
  BA, Economics & Philosophy   *8/1996–12/1999*
  - Played Division 1 rugby; Selected to North Carolina All-Star team
  - Developer on TeraScale Retrieval, a National Science Foundation funded project
  - Transfered from Duke University after freshman year

Additional Information

Nonprofit Work: Director Emeritus of the Association for the Coral Environment, Advisor to the Executive Director of the Bahamas Reef Environment Education Fund (BREEF)

Activities: Statistical analysis for breast cancer research, competitive kettlebell lifting & instruction, designing board games