**Walter Duncan**  
(801) 245-0658  
lee@smartxltools.com  
December 22, 2024

**Hiring Manager**  
AG1

**Dear Hiring Manager,**

I am excited to apply for the **Director, Data Science & Analytics (Retention)** role at AG1. With 20 years of experience in AI, machine learning, and advanced analytics, I have built and led high-performing teams to develop **churn prediction models, customer segmentation strategies, and retention analytics** that drive large measurable business impact. In addition, AG1’s mission to empower individuals through foundational nutrition aligns with my own lifelong passion for health and fitness.

As **Assistant Vice President of Data Science at AT&T**, I have:

* **Developed churn prediction models** that reduced customer attrition, leveraging machine learning techniques such as gradient boosting, random forest, and deep learning to identify at-risk customers proactively.
* **Led segmentation and targeting initiatives** that optimized acquisition, retention, and cross sell campaigns, improving engagement and customer lifetime value (CLV).
* **Designed and scaled AI-driven personalization strategies**, delivering data-driven customer experiences across multiple channels.
* **Built and mentored high-impact analytics teams**, fostering a culture of innovation and continuous learning in customer retention analytics.

AG1’s focus on predictive modeling, CLV analysis, and customer advocacy presents an exciting opportunity to apply my expertise in AI-powered retention strategies, machine learning, and data-driven customer engagement. My ability to align data insights with strategic business objectives and lead cross-functional collaboration positions me to drive AG1’s retention efforts with both a visionary and execution-driven approach.

I would welcome the opportunity to discuss how my experience and leadership can contribute to AG1’s continued success. Thank you for your time and consideration—I look forward to the possibility of joining your team.

**Sincerely,**  
Lee Duncan