**Lee Duncan**  
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**Hiring Manager**  
Caring.com

**Dear Hiring Manager,**

I am excited to apply for the **Senior Director of Business Analytics** role at Caring.com. With 20 years of experience in **analytics, AI, and business intelligence**, I have a proven track record of transforming data into actionable insights that drive growth, operational efficiency, and customer engagement. Caring.com’s mission to support families navigating senior care resonates deeply with me, and I am eager to contribute my expertise to enhance data-driven decision-making across marketing, sales, and operations.

As **Assistant Vice President of Data Science at AT&T**, I have led large-scale analytics and AI-driven initiatives that delivered tangible business impact, including:

* **Developed and led AI-powered analytics strategies**, improving customer engagement and optimizing marketing performance.
* **Owned insights, targets, and planning for top-level CX and operational KPIs**, guiding strategic decisions and process improvements.
* **Designed executive dashboards and reporting frameworks**, enabling data-driven decision-making at all levels of leadership.
* **Implemented predictive analytics and machine learning solutions**, enhancing forecasting accuracy and automation of insights generation.
* **Built and led high-performing teams**, fostering a culture of innovation, collaboration, and data excellence.

What excites me most about this opportunity is the chance to apply **advanced analytics, AI, and predictive modeling** to enhance Caring.com’s ability to serve families and provider partners. My expertise in **AI-driven analytics, KPI optimization, and executive-level reporting** aligns perfectly with the role’s strategic objectives. I thrive in environments where data can be leveraged to make a meaningful difference, and I am eager to bring that impact to Caring.com.

I would welcome the opportunity to discuss how my experience and leadership can support Caring.com’s mission. Thank you for your time and consideration—I look forward to the possibility of contributing to your team.

**Sincerely,**  
Lee Duncan