**WALTER DUNCAN**

*VICE PRESIDENT OF BRAND ANALYTICS*

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**EXECUTIVE SUMMARY**

Strategic technology and analytics executive with 20+ years of experience driving enterprise-wide data transformation, AI adoption, and operational improvements across Fortune 50 environments. Proven success in leading high-impact teams, modernizing business systems, and delivering scalable solutions that reduce cost, enhance productivity, and accelerate growth. Deep expertise in artificial intelligence, enterprise data platforms, and IT-enabled business strategy. Adept at aligning technology investments with executive priorities and building future-ready organizations.

**CORE COMPETENCIES**

• Enterprise Technology Strategy • Generative AI & Automation • Business Systems

• Cloud & Infrastructure Integration • IT Governance & Risk Management • AI/ML Deployment

• Cross-Functional Leadership • Operational Efficiency & Cost Reduction • Scalable Teams

**PROFESSIONAL EXPERIENCE**

**Assistant Vice President, Advanced Analytics**

*AT&T* | *2015 – 2024*

Led end-to-end transformation of analytics and AI capabilities, including enterprise-wide strategy, team formation, and systems integration. Partnered closely with corporate IT, engineering, and operations to embed AI and automation into business workflows, yielding over $300M in recurring annual value. Oversaw a multilayered organization of 80+ highly skilled technical employees.

* Partnered with IT and enterprise architecture to integrate AI-driven insights into core business systems, while leading strategy and teams that developed and automated AI/ML solutions across AT&T’s vast business units—including retention, offers, cross-sell, marketing, segmentation, product, CX, real estate, and small to medium business—accelerating time-to-decision and scaling insight delivery enterprise-wide.
* Identified $500M+ in enterprise AI opportunity value with a projected 200% IRR; led opportunity assessments, secured executive buy-in, and drove integration into the enterprise AI and systems strategy roadmap.
* Created and scaled a generative AI program that analyzed 9M+ monthly customer call transcripts; replaced legacy processes that only covered 3% of calls for sentiment and 0.3% for insights. Enabled 100% coverage with automated insights, saving $4M annually by eliminating a 30-person manual review team while enhancing CX, product design, and operational guidance.
* Championed modernization of the CX analytics stack in partnership with enterprise IT; led data engineering and business-ready dataset staging teams to improve performance, reduce latency, and enable scalable, enterprise-grade insights delivery.
* Co-led the AI Governance Board to set policies for secure, compliant, and ethical AI practices across business unit as well as approve or reject projects based on ROI and feasibility.
* Led the transformation of manual reporting pipelines into automated dashboards and live operational analytics, reducing latency from days to minutes.
* Mentored a generation of analytics leaders, establishing a rotational program and advancing a culture of innovation, continuous learning, and ethical AI development.

**PROFESSIONAL EXPERIENCE (CONTINUED)**

**Manager, Six Sigma Projects**

*Hertz | 2011 – 2015*

Directed enterprise-wide process improvement and operational automation initiatives using process improvement methodologies, data science, and AI. Built cross-functional tools that scaled across business units and delivered measurable impact to labor planning, customer service, and cost efficiency. Led team of 16 highly skilled technical employees and over 70 ops embedded process improvement professionals.

* Developed and deployed a genetic algorithm and stochastic simulation model to optimize labor scheduling across rental locations, improving service coverage and reducing labor costs enterprise-wide.
* Oversaw a high-volume portfolio of 100+ improvement initiatives annually, partnering with regional and corporate stakeholders to digitize and streamline operations through scalable tools.
* Delivered $60M+ in cost savings through simulation-based optimization of workforce allocation across the enterprise.
* Designed and deployed simulation and optimization tools to reduce call center queue times; scaled these analytics platforms across business units to improve customer service responsiveness and operational efficiency.
* Pioneered early use of machine learning, optimization, and simulation to modernize legacy operational workflows—establishing scalable, repeatable analytics processes that predated mainstream enterprise AI adoption.

**Business and Quality Analyst**

*Utah Transit Authority* | 2007 – 2011

Used predictive modeling and simulation to enhance scheduling, service reliability, and resource efficiency. Challenged legacy mindsets to elevate strategic thinking and championed a transition toward modern, data driven decision making—advocating early adoption of advanced analytics and AI methodologies.

* Applied Lean Six Sigma to maintenance operations, reducing equipment failures by 28%.
* Built predictive models for absenteeism, incident prevention, and scheduling reliability.
* Created foundational transit data infrastructure to support modern analytics workflows, including standardized data definitions, repeatable modeling pipelines, and user-facing interfaces.
* Introduced exploratory modeling and scenario planning to executive leaders, influencing long-term investment strategies in route planning, fleet optimization, and labor.
* Spearheaded cross-functional workshops to evangelize analytics best practices and increase adoption of AI-ready tools across departments.

**EDUCATION**

Master of Statistics, Business Emphasis – University of Utah

Bachelor of Science, Mathematics – University of Utah

Honors: Beta Gamma Sigma, Golden Key International Honour Society

**KEY CERTIFICATIONS**

• Generative AI for Business Leaders (Udacity, Coursera) • Six Sigma Black Belt (ASQ)

• Deep Learning, AI Programming with Python (Udacity) • AI Strategy and Governance (Coursera)

• Fundamentals of Reinforcement Learning (Coursera) • Executive Data Science (Coursera)