**Walter Duncan**  
lee@sigmagensolutions.com | (801) 245-0658 | LinkedIn: [linkedin.com/in/leeduncanstat](https://linkedin.com/in/leeduncanstat)

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**Hiring Committee**  
NerdWallet

Dear NerdWallet Hiring Team,

I’m writing to express my enthusiasm for the Vice President of Analytics role at NerdWallet. As a seasoned analytics leader with 20 years of experience turning complex data into strategic growth engines, I’ve built and led high-impact teams, launched enterprise AI transformations, and driven measurable outcomes across performance marketing, customer engagement, and product innovation. Your mission to make smarter financial decisions accessible resonates deeply with me and I’m excited by the chance to bring analytical clarity and executive-level insight to that cause.

Most recently, I served as AVP of Advanced Analytics at AT&T, where I founded a generative AI transformation team that reimagined how we scaled insights across a $170B enterprise. My team contributed $60M annually to churn reduction, unlocked $300M+ in enterprise value through improved decision-making, and deployed marketing and LTV optimization models that became core to our digital strategy. What sets me apart is my ability to connect the dots, aligning technical excellence with business priorities and transforming analytics from a support function into a strategic driver of growth.

I’m especially drawn to NerdWallet’s culture of curiosity and impact. I’ve thrived in fast-moving environments where marketing, product, and engineering work together with analytics to build something greater than the sum of its parts. I know how to build and scale high-performing teams, tell compelling data stories to the C-suite, and create the infrastructure and culture where experimentation, rigor, and velocity can co-exist.

I’d welcome the opportunity to help NerdWallet push the boundaries of what’s possible with analytics and to make a meaningful contribution to your next chapter of growth. Thank you for considering my application.

Warm regards,  
**Walter Duncan**