

# Tor Stahl

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## Overview

Senior product and technology leader focused on analytical software development. Specialized in healthcare, mobile applications, marketing, advertising, financial services and related data-driven technologies.

Ability to bridge a variety of disciplines from a detail level technical focus to a high-level management view. Excellent communication and presentation skills.

A detail understanding of the dynamics of developing Software as a Service (SaaS), enterprise class software, cloud computing infrastructure and software licensing models.

## Experience

### **SENIOR DIRECTOR, BUSINESS INTELLIGENCE & ANALYTICS | PRACTICE FUSION | OCTOBER 2015 - PRESENT**

- Management of a team of data engineers and data scientists.
- Responsible for analytics supporting strategy and day-to-day operations of all Practice Fusion lines of business.
- Development of engagement metrics and related KPIs used to segment the user base for Financial Modeling, Marketing and Sales efforts.
- Product feature reporting and analysis.
- Development of dashboard and reports used widely across the business to monitor the health of the business, uncover trends and simulate outcomes based on business strategies.
- Development of provider NPI matching and attribution algorithms used to enhance internal data assets.
- Competitive research using third party data sources such as SK&A to enhance provider profiling for business strategy initiatives.
- Member of the company Leadership Team.

### **SENIOR PROGRAM MANAGER, DATA SERVICES PLATFORM | PRACTICE FUSION | JULY 2013 – OCTOBER 2015**

- Managed data related deliveries for Meaningful Use Certification in 2013. Development and testing efforts related to the Clinical Document Data Architecture (CCDA) HL7 XML standard to support Transitions of Care/Referral, Data Portability and View, Download, & Transmit to 3rd Party.
- Implementation of the Clinical Quality Measures (CQM) and Clinical Decision Support (CDS) applications.
- Implementation of a multi-terabyte HPAA compliant Netezza data warehousing appliance, Informatica ETL and Tableau Server reporting environments.

### **TECHNICAL PRODUCT MANAGER, WO ANALYTICS| WIDEORBIT | JANUARY 2012 – JULY 2013**

- Manage product road map, vision and release cycles for WIdeOrbit Analytics. Oversee product development team. WO Analytics provides the most powerful suite of advertising management solutions for Media companies.

**PRODUCT MANAGER, MOBILE ANALYTICS| MFOUNDRY (CURRENTLY FIS GLOBAL) |  
JUNE 2010 – JANUARY 2012**

- End-to-end product development of a stand-alone Mobile Analytics product: mAnalytics, recognized as the best analytical product in the Mobile Banking industry by Frost & Sullivan

**SENIOR PRODUCT MANAGER, ADVERTISER INSIGHTS | TRIBAL FUSION - EXPONENTIAL |  
2009 – 2010**

**CONSULTANT, PRODUCT/PROJECT MANAGEMENT| NIELSEN MOBILE |  
2008 –2009**

**VICE PRESIDENT OF ANALYTICS| REDWOOD TRUST |  
2007 – 2008**

**CONSULTANT, BUSINESS INTELLIGENCE| VISAGE MOBILE |  
2006 –2007**

**CONSULTANT, BUSINESS INTELLIGENCE| AUTODESK |  
2004 –2006**

**CONSULTANT, BUSINESS INTELLIGENCE| CISCO |  
2002 –2004**

**DIRECTOR, DATA WAREHOUSE| NEXTCARD |  
2001 – 2002**

**DIRECTOR, DATA WAREHOUSE| ETOYS |  
1999 – 2001**

**SENIOR MANAGER, CUSTOMER INFORMATION MANAGEMENT | AMERICAN EXPRESS |  
1995 – 1999**

## **Skills & Abilities**

- Leadership, Management, Communication
- Tableau Desktop/Server (7+ years continuous)
- Web Analytics: Mixpanel, Google Analytics
- Forecasting, predictive modeling – R & Python
- Application Development - On-Premise, SaaS
- Data Warehouse: Informatica/SSIS ETL, Netezza, SQL Server, MongoDB
- Product Development: PRD, MRD, Rapid Prototyping
- Collaboration Tools: Confluence, Jira
- Project Management: Agile, SCRUM, Waterfall
- Release Planning, Change Management, Defect Management, Product Support and Training

## **Education**

**B.S. BUSINESS, MARKETING & MANAGEMENT | 1994 | NORTHEASTERN UNIVERSITY**