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 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