

Michael A. Crowder

SALES OPERATIONS LEADER · DATA SCIENCE · STRATEGY

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Experience

Bank of America Merchant Services

Dallas, Texas, U.S.A

SALES OPERATIONS MANAGER

Jan. 2017 - PRESENT

- Responsible for the strategy, design and development of sales metrics for a 200 plus resource sales team that covers the entire United States, Canada and the European Union.
- Implemented Pipeline Health Dashboard along with strategy for weekly pipeline reporting and review cadence for entire global sales-force.
- Created opportunity health metrics by regression analysis on several variables that effect the overall health of a deal in order to gain a better forecast to present to finance and company leadership that would help take bullish expectations of sales people out of the forecast.
- Worked cross functionally with business intelligence and advanced analytics team to drive QA or UAT of new tools before production.
- Influenced key executives on bringing on Altify to help with sales enablement technology. Managing adoption of new tools to US and Canadian Sales force.
- Brought new techniques of territory development and goal setting for 2019 plan setting.
- Helped design and roll out client managed inside sales team to focus on smaller opportunities to free up in territory sales resources.
- Currently using R-Studio, Microsoft SQL Server, Power BI, DAX, Excel, Altify, Access, Salesforce, and Confluence.

United Parcel Service (UPS)

Dallas, Texas, U.S.A.

SALES ANALYTICS SUPERVISOR

Nov. 2014 - Jan. 2017

- Guided the reporting and analytical vision for a sales force of 230 sales professionals, four directors of sales and 30 sales support personnel with a sales plan of \$2.6B per year. Managed a team of two analysts and one database programmer.
- Collaborated with Marketing and Finance leadership to create contests to drive results for products that were key to revenue and profit strategy.
- Developed geospatial analysis and data visualization reporting to better help both district and corporate decision makers make short and long-term sales planning decisions. Sales Ops team used this to make territory design decisions.
- Built and maintained ARIMA forecasting models for both reporting and demand planning that were developed in R-Studio to predict percent effective to volume and revenue planning for sales performance.
- Managed ad-hoc request that ranged from fulfillment center optimization to when certain industries are most likely to sign a conversion agreement.
- Used SQL, R-Studio, VBA, Power Pivot, Power Maps, Power BI, Microsoft Access, Oracle Data Warehouse, Salesforce, and Siebel CRM.

United Parcel Service (UPS)

Oklahoma City, OK., U.S.A.

ACCOUNT EXECUTIVE

Oct. 2011 - Nov. 2014

- Responsible for market share growth in middle market segment in industries such as Oil and Natural Gas, Manufacturing, Healthcare, Retail, Aviation, Non-Profit, Professional Services and Agriculture to aid in managing their supply chains more effectively by leveraging the power of UPS.
- Act as a supply chain advisor for companies to drive revenue for UPS. This included warehouse location analysis through understanding the client's customer bases from a geographic and demographic point of view.
- Managed territories from \$5MM to \$10MM a year in small package net revenue. This included territories that were rural in nature to dense urban territories filled with publicly traded companies in oil and gas.
- Work with multiple departments such as Engineering, Finance, Transportation Operations to develop on-boarding and service level agreements to ensure win-win solutions for both client and UPS.
- Partnered with the Urban League of Oklahoma City, United Way of Oklahoma City and Susan B. Komen Race for the Cure for non-profit service coordination with UPS in Oklahoma City.

The Hertz Corporation

Oklahoma City, OK., U.S.A.

MANAGER TRAINEE, ASSISTANT BRANCH MANAGER, & MANAGER LEVEL III

Oct. 2005 - Oct. 2011

- Responsible for P&L at locations managed with consistent YOY growth
- Developed new manager trainees into branch managers for the Oklahoma market.
- Oversaw the opening of three Hertz Local Editions and the launch of their car sharing brand in the OKC market. This meant coordinating and procuring construction, making sure operations were properly licensed and up to code in their respected municipalities.

Education

Southern Methodist University

M.S. IN DATA SCIENCE

Dallas, TX, U.S.A

Jan. 2017 - Aug. 2018

- Worked with R-Studio, Python with VS-Code, PyCharm, Jupyter Notebooks, JavaScript, Processing, MySQL, AWS, EC2 instances, S3 Buckets, RDS, Google Cloud Platform, Compute Engine, Kubernetes, Cloud SQL, BigQuery, and DataStudio.
- Utilized statistical tests, linear regression, Support Vector Machines, K-NN, Principal Component Analysis, geospatial analysis and interactive map production with Leaflet.

University of Oklahoma

B.B.A. IN ECONOMICS

Norman, OK, U.S.A

Aug. 2000 - Aug. 2005

Publications

Opencrimemapping.org: An Online Tool for Visualizing Crime

The SMU Data Science Review

CO-AUTHOR

August 2018

- Developed and implemented a website called <http://opencrimemapping.org/> to display interactive crime maps based on open data feeds.
- The motivation for this method is to provide law enforcement agencies (LEAs) and interested citizens an affordable and relatively easy way to start analyzing geospatial data.