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 salesforce.
- 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 for QA or UAT of new tools before production.
- Used non parametric statistics to evaluate different sales segments to help baseline performance metrics.
- Currently using R-Studio, Microsoft SQL Server, Power BI, DAX, Excel, 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 contest 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.
- 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   *Dallas, TX. U.S.A*

M.S. in Data Science   *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, geospaital analysis and interactive map production with Leaflet.

University of Oklahoma   *Norman, OK. U.S.A*

B.B.A. in Economics   *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.