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To whom it may concern:

I've seen first-hand the enormous difference that a key insight can make for a company. Data tells a story about your customers - from what they want, to what you are failing to deliver to them. However uncovering these stories isn't easy. It takes a combination of analytical thinking, skill, collaboration, and persistence.

My career has been set with the backdrop of analytics, with roles in business analytics, product, consulting, and capital markets. These experiences have cultivated the strategic, analytical, and narrative-building toolkit that will enable me to achieve great things at Remitly.

You have a monumental task in your candidate search: finding someone that strives for ambitious goals, is passionate about analysis, eager to solve complex problems, and emphasizes team over self. This person must accomplish all of this while also cultivating a productive and fun work environment. My peers would corroborate that I endeavor to personify all of those attributes.

Select professional highlights include:

- **Wall Street Equity Analyst:** Synthesized market data to author thematic industry reports, create earnings models, and provide investment recommendations.
- **Citigroup:** Conducted market research and competitive analysis to drive strategic decision making for Global Cards.
- **PwC:** Orchestrated market analysis for various projects to provide strategic recommendations to clients.
- **PayPal:** Redefined customer segmentation framework leveraging large datasets, enhancing ability to align customer segments with campaign tactics.

Thank you for reading, and for your consideration.

Greg Welliver