

# Marketing Analytics Framework (MAF)

## Job Description

- Marketing Analytics Managers and Directors lead data-driven marketing strategies to optimize efforts and drive business growth.
- They oversee analytics teams, ensure data accuracy, and deliver actionable insights based on marketing performance and customer behavior.
- These roles involve collaboration with departments like marketing, sales, and product development to align analytics with business goals.
- A Marketing Analytics professional is a strategic, data-driven leader who bridges the gap between raw data and business impact.
- They are responsible for not only analyzing performance but also for building the teams, infrastructure, and culture necessary to make data-informed decisions.
- This role requires a blend of technical expertise (SQL, Python, BI tools), deep domain knowledge (paid/organic marketing, attribution), strong business acumen (ROI, budgeting), and exceptional leadership and communication skills.
- They move beyond simple reporting to provide predictive insights, drive experimentation, and directly influence marketing and product strategy to accelerate business growth.

Marketing Analytics Manager: Focuses on tactical execution—analyzing data, building reports, and supporting campaign decisions. Day-to-day tasks might include querying databases, refining KPIs, and collaborating with marketing teams on immediate needs. Example projects: optimizing ad spend or segmenting email audiences.

Marketing Analytics Director: Emphasizes long-term strategy, team management, and stakeholder alignment. Directors define analytics roadmaps, oversee complex projects, and advocate for data-driven culture. Example projects: developing a multi-channel attribution model or forecasting annual marketing ROI.

Extracting insights from diverse data sources (e.g., web analytics, CRM, sales data).

Translating findings into actionable recommendations for campaigns, product launches, or customer retention.

Adapting to evolving marketing landscapes, such as shifts in digital channels or privacy regulations.

## Responsibilities

- Leading and managing marketing analytics teams, setting goals, and providing mentorship.

- Developing and implementing analytics strategies aligned with business objectives.
- Analyzing marketing campaign performance and customer data to identify trends and opportunities.
- Providing data-driven recommendations to enhance marketing effectiveness and business outcomes.
- Presenting insights and findings to stakeholders, including senior management.
- Ensuring data accuracy, consistency, and quality across analytics processes.
- Collaborating with cross-functional teams (e.g., marketing, sales, product) to support decision-making.
- Overseeing the use of analytics tools and platforms to track key performance indicators (KPIs).

**Team Leadership:** Managers supervise analysts, assign tasks, and ensure quality; directors hire, set team goals, and foster skill development.

**Strategy Development:** Crafting frameworks to measure marketing impact, such as attribution models or customer lifetime value (CLV) metrics.

**Data Analysis:** Conducting deep dives into campaign performance, A/B test results, or funnel conversion rates using statistical methods.

**Tool Management:** Overseeing platforms like Google Analytics 4, Tableau, or Snowflake, ensuring data pipelines are robust and scalable.

**Reporting & Visualization:** Creating dashboards (e.g., tracking real-time KPIs) and presenting insights via slides or memos to executives.

**Cross-Functional Collaboration:** Partnering with creative teams on ad testing, product teams on feature adoption, or finance on budgeting.

**Innovation:** Experimenting with advanced techniques (e.g., machine learning for churn prediction) and adopting emerging tools.

**Compliance & Governance:** Ensuring data practices align with regulations like GDPR or CCPA, especially in customer analytics.

# Skills

## Technical Skills:

- Proficiency in data analysis tools (e.g., SQL, Python, R).
- Experience with marketing analytics platforms (e.g., Google Analytics, Adobe Analytics).
- Knowledge of statistical analysis, modeling, and data visualization tools (e.g., Tableau, Power BI).
- Familiarity with marketing automation and CRM systems.

## **Soft Skills:**

- Strong analytical and critical thinking abilities.
- Excellent communication and presentation skills for conveying complex insights.
- Leadership and team management capabilities.
- Project management skills to juggle multiple initiatives and deadlines.
- Problem-solving skills to deliver actionable recommendations.

### Technical Skills:

Data Querying: Mastery of SQL for database queries; Python or R for advanced analytics or scripting.

Analytics Platforms: Expertise in Google Analytics, Adobe Analytics, Mixpanel, or Amplitude.

Visualization: Proficiency in Tableau, Power BI, Looker, or Excel for dashboards and storytelling.

Statistics: Knowledge of hypothesis testing, regression, clustering, or time-series analysis.

Marketing Tech: Familiarity with CRM (e.g., HubSpot, Salesforce), ad platforms (e.g., Google Ads, Meta Ads), and tag management (e.g., Google Tag Manager).

Emerging Areas: Exposure to machine learning, AI-driven insights, or cloud platforms (e.g., AWS, Google BigQuery).

### Soft Skills:

Communication: Translating complex data into clear narratives for diverse audiences (e.g., CMOs, designers).

Leadership: Guiding teams, resolving conflicts, and aligning priorities across departments.

Critical Thinking: Identifying trends, questioning assumptions, and proposing creative solutions.

Adaptability: Keeping pace with new tools, metrics, or regulatory changes.

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## **Core Pillars of a Marketing Analytics Role**

This section outlines the primary domains of responsibility, ordered from strategic leadership to foundational execution.

### **Marketing Analytics Management & Leadership**

The strategic oversight and guidance of the analytics function and team.

## Team Building, Leadership & Evangelism

- **Talent Development:** Coaching, mentoring, and growing the skill base of direct reports.
- **Cultural Influence:** Driving a data-minded culture across the company and evangelizing the use of analytics.
- **Leadership & Vision:** Setting team goals, defining a strategic roadmap, and guiding the team through complex business problems.

## Stakeholder Management & Communication

- **Insight Translation:** Simplifying and communicating complex analytical findings to non-technical audiences, including executive leadership.
- **Relationship Building:** Cultivating strong working relationships with cross-functional teams (Sales, Product, Engineering, Finance) to ensure alignment and program success.
- **Influential Storytelling:** Presenting compelling data narratives that influence key business decisions and turn insights into action.

## Strategy & Financial Management

- **Strategic Planning:** Developing and assessing strategies to drive leads and revenue, in close collaboration with sales and marketing.
- **Budgeting & Forecasting:** Developing and managing demand generation budgets, forecasts, and financial models.
- **Prioritization:** Defining analytics roadmaps and prioritizing inbound requests based on business impact and strategic goals.

## Program & Project Management

- **Execution Oversight:** Managing the execution of analytics projects, ensuring they meet priorities and deadlines.
- **Performance Monitoring:** Conducting regular reviews of program performance, identifying areas for improvement, and implementing adjustments.
- **Vendor Management:** Managing relationships with third-party vendors, partners, and data providers.

# **Stakeholder Engagement & Communications (SEC)**

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## **Strategic Planning and Alignment**

- **Define Analytics Strategy:** Work with marketing leadership to determine key objectives and metrics for campaigns, branding, and customer engagement initiatives.
- **Roadmap Development:** Outline short-term and long-term analytics roadmaps aligned with organizational goals (e.g., improving return on advertising spend, boosting lead generation, refining customer segmentation).
- **Stakeholder Collaboration:** Partner with executives and cross-functional teams (e.g., finance, product, sales) to ensure analytics efforts support broader business strategies.

# Business Strategy & Integration (BSI)

# **Business Strategy & Management**

## **Business Strategy & Planning (Optimization)**

- Develop, implement, and assess strategies to drive leads and revenue, working closely with sales and marketing teams while leveraging data and analytics for continuous improvement.
- Stay updated on industry trends, new technologies, and techniques, and conduct market and customer research to identify opportunities and challenges.

## **Financials & Budgeting Strategy & Management**

- Develop and manage demand generation budgets and forecasts.

# Team Management & Leadership (TML)

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### Team Leadership and Project Management

- **Team Oversight:** Manage data analysts, data scientists, and other supporting roles within the marketing analytics team. Provide mentorship, training, and professional development opportunities.
  - **Prioritization and Resource Allocation:** Decide which analytical projects to pursue first based on impact, feasibility, and strategic alignment; ensure resources (budget, personnel) are allocated effectively.
  - **Cross-functional Coordination:** Collaborate with IT, marketing operations, creative, and product development teams to ensure that analytical insights can be implemented effectively.
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- **Data-driven Culture:** Promote best practices in data usage and analytics thinking across the organization, advocating for decisions backed by quantitative evidence.
  - **Knowledge Sharing:** Conduct workshops, training sessions, and presentations to empower marketing and other teams with the analytical tools and knowledge they need.
  - **Storytelling with Data:** Translate raw analytics into compelling narratives that help decision-makers grasp the significance of findings and act accordingly.

### Leadership and Team Management

- Lead, mentor, and develop a team of analysts to execute at a high level, drive results, and grow their skill base.
- Provide guidance, training, coaching, and onboarding to team members on best practices and analytics techniques.
- Foster a collaborative culture while building the broader analytics team's skills.

### Driving Data-Driven Culture

- Drive a data-minded culture, leveraging analytics and data science to enhance customer priorities and support data-driven decision-making.
- Establish success metrics and measure the impact of marketing activities and experiments.

### **Technical Skills and Project Management**

- Oversee technical execution of business intelligence and analytics projects, including ad-hoc reporting, advanced analysis, and in-depth analytics.
- Manage projects, deliver presentations to executive management, and handle vendor management.
- Build and deliver a proactive marketing analytics reporting infrastructure.

### **Communication and Collaboration**

- Cultivate strong relationships across the business to facilitate program success.
- Act as a translator between data and the business, communicating complex insights clearly to all levels to drive action.

### **Continuous Improvement and Industry Awareness**

- Stay current with industry trends, best practices, and new technologies to improve program efficiency.
- Conduct regular performance reviews, identify improvements, and implement adjustments.
  - Build a high performing team through effective leadership; set team goals and strategies for how to accomplish them; coordinate work and personal development across team members to maximize team impact.

# Data Engineering & Management (DEM)

## Data Engineering & Management (DEM)

- **Data Collection Framework:** Oversee how marketing data (e.g., website traffic, campaign performance, CRM data) is captured, stored, and integrated from various sources.
- **Data Quality Assurance:** Implement processes to ensure data accuracy, completeness, and timeliness. This can include setting up data validation, building dashboards that flag anomalies, or managing data transformations within a data warehouse.
- **Compliance and Security:** Work with legal and IT teams to ensure compliance with data privacy regulations (e.g., GDPR, CCPA) and implement security best practices for sensitive customer data.

## Stakeholder Engagement

### Data Collections & Processing (ETL)

### Data Management

### Technical Infrastructure Review

### Data Infrastructure & Governance

### Data Integrity and Quality Assurance

### Tools & Technology Stack

## Tool and Technology Evaluation

- **Tech Stack Selection:** Assess, select, and maintain tools for data collection, data warehousing, dashboard creation, marketing automation, and experimentation (e.g., Google Analytics, Segment, HubSpot, Marketo).
- **Integration Oversight:** Ensure seamless connectivity and data flow between systems (CRM, advertising platforms, social media channels, etc.).
- **Emerging Technologies:** Stay informed about new tools, platforms, and techniques (e.g., AI-powered attribution models, predictive analytics) that could enhance the analytics function.

# Data Analysis & Insights (DAI)

## Analysis and Insights

- **Performance Monitoring:** Monitor key performance indicators (KPIs) such as cost per acquisition (CPA), customer lifetime value (LTV), click-through rates (CTR), or campaign ROI.
- **Trend Analysis and Forecasting:** Identify patterns and shifts in customer behaviors and market trends; use statistical models to forecast future performance, demand, or campaign outcomes.
- **Opportunity Identification:** Pinpoint underperforming channels or new growth opportunities; recommend actions like channel optimization, budget reallocation, or new segmentation strategies.

## Statistics & Testing Frameworks (STF)

- Executes creative data analytic approaches leading to actionable outcomes by defining and calculating metrics to be analyzed; defining, calculating, and validating algorithms; and conducting analyses, including descriptive, correlational, inferential, and/or predictive statistics
- Support in the design and analysis of experiments
- Ability to take raw, disparate data and turn into actionable insights for marketing initiatives
- Experience combining data from disparate data sources to identify insights that were previously unknown
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# Analytics Strategy & Development (ASD)

# Analytics Strategy & Development (ASD)

## Success Metrics and Key Outcomes

- **ROI and Efficiency Gains:** Demonstrate measurable improvements in marketing ROI, lower acquisition costs, and increased efficiency through data-informed decisions.
- **Enhanced Customer Understanding:** Provide deeper insights into customer journeys, preferences, and behaviors to support personalization initiatives and customer retention strategies.
- **Organizational Impact:** Influence business strategy by uncovering and quantifying opportunities for new market segments, product expansions, or partnership deals.

## Statistics & Testing Frameworks (STF)

## Attribution & Measurement Modeling (SMM)

## Segmentation & Behavior Analysis (SBA)

## Reporting and Visualization

- **Dashboard Creation:** Develop intuitive and dynamic dashboards that present complex analytics and KPIs in a simple, user-friendly format (e.g., using tools like Tableau, Power BI, or Looker).
- **Executive Summaries:** Provide regular reporting to upper management, highlighting key insights, successes, and potential risks. Translate data findings into business language for non-technical audiences.
- **Automated Reporting:** Implement self-service analytics tools and automated report distribution, enabling stakeholders to quickly access the metrics they need.

- Measure and report the success of demand generation campaigns using key metrics like leads, conversions, and revenue.
- Use data to create statistical inference and/or modeling techniques to help identify key patterns in user behavior in order for us to inform product and business recommendations
- Implement and use data driven decision processes, in line with a fact-based decision culture.
- Generate actionable insights and uncover opportunities for our teams to succeed
- Help team(s) quantify their goals and KPIs/OKRs.
- Champion opportunities for advanced analytical techniques to further our understanding of our customer and business and to improve business results (e.g., segmentation predictive modeling).
- Manage demand for insights and analytics. Conduct collection, tracking, mining and analysis of data and the generation of fact-based insights using multiple data sources.
- Contribute to continuous development of the analytics practice in scope, including service portfolio evolution and aligned to global frameworks for focus areas assigned to you. Potential focus areas are:
  - Digital Business Performance analytics
  - Digital Operational Analytics (Forecasting, SLAs, Returns, Trading & Data Governance)
  - Digital Experience Analytics (.com and app)
  - Digital Analytics Projects

- Forecast, measure, analyze, and report on the impact of field marketing on sales pipeline, revenue and conversion against the agreed pipeline goals
- Develop hypotheses and analytical frameworks for understanding market dynamics and provide recommendations to senior leadership.
- Strong analytical and data wrangling skills
- An expert level of understanding of fundamental and advanced analytics theory, methodologies and tools. This may be achieved through a combination of applied education and practical experience. Must be able to direct a team to compile and analyze large and varied sources and determine relevant insights.
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# Marketing Performance & Optimization (MPO)

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## Channel Optimization & Performance Analysis

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## Campaign Optimization and Testing

- **A/B and Multivariate Testing:** Plan and oversee tests across various marketing channels (email, website, social media ads) to optimize content, targeting, and budget allocation.
- **Real-time Adjustments:** Use data insights to recommend changes mid-campaign; adjust creative elements, audience segments, or bidding strategies to improve results.
- **Continuous Improvement:** Implement systematic review loops—evaluate test outcomes, iterate on strategies, and feed insights back into the planning process.

# Growth Strategy & Optimization (GSO)

Growth Strategy & Optimization (GSO)

Continuous Improvement & Experimentation

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# Career Experience & Capabilities (CEC)



# Professional Summary (PSY)

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## CAREER OVERVIEW

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Marketing Analytics leader with **15 years of experience** in developing and executing analytics strategies, driving **cross-functional** solutions, and delivering **measurable** business outcomes for various organizations - both early stage startups and global enterprise.

Specializing in marketing **measurement**, **predictive analytics**, **data infrastructure**, and **team leadership** with proven ability to transform complex data into **actionable insights** that **optimize performance** and **ROI**.

Track record of **building scalable data solutions**, implementing robust **data governance** frameworks, and fostering **cross-functional collaboration** to drive **business growth** through **data-informed decision making**.

# Career Goals & Results (CGR)

## CAREER ACCOMPLISHMENTS

- **Shopify** (Client): Increased **ROAS** by **6.5%** by **identifying** and doubling down on **high-converting customer segments** using **advanced attribution modeling**
- **Adobe** (Employee): Generated **\$800M** in **incremental revenue** exceeding **forecasts** by **30%** with a **\$12M** budget while **maintaining** an **optimal CAC of \$18**
- **Credit Sesame** (Employee): Achieved **revenue growth** from **\$15M** to **\$25M** over **5 years**, scaling subscription **growth** from **10M** to **100M+ users**, managing an average **monthly budget** of **\$5M**

# Professional Career & Education (PEC)

# PROFESSIONAL EXPERIENCE

## Growthstyr

### Marketing Analytics Consultant

01/2023 – 10/2024

#### Summary

- Consulted with Meta, Shopify, Course Hero, including early and **growth stage** startups
- Led strategic **marketing analytics** initiatives, developing **dashboards** and **automated reporting systems** to drive **data-informed decisions**
- Managed **experimentation** programs including **A/B testing** and **multivariate testing frameworks**, focusing on **revenue optimization**, **customer retention** strategies, and advanced **user funnel analysis**
- Architected **attribution models** (MTA/MM) and **regression analysis frameworks** for **measurement accuracy** and **forecasting** capabilities for **optimizing marketing budget & ROI**

#### Key Results

- **Shopify (Client '24)**: Drove **\$2.5M incremental revenue** through **optimization of marketing channels** and **advanced attribution modeling**, achieving **165% ROAS**
- **Course Hero (Client '23)**: Reduced **customer acquisition costs** by **25%** while increasing **conversion rates** by **15%** through **competitive analysis**, **marketing channel** and **user funnel optimizations**

## Adobe

### Marketing Analytics, Group Manager

01/2020 – 01/2023

#### Summary

- Led a specialized **analytics team** of **7**; implementing advanced **attribution (MTA)**, **media mix models (MMM)**, and **predictive analytics forecasting** for **marketing budget optimization**
- Architected end-to-end measurement strategies and reporting mechanisms; including **automating data collection**, building **data-driven decision models** - for **scaling marketing strategy** and execution

- Established **strategic analytics methodologies** encompassing **descriptive, predictive, and prescriptive** analytics, delivering **actionable insights** for **customer behavior analysis**, **marketing performance optimization**, and **channel spend effectiveness**

#### Key Results

- Generated **\$800M in incremental revenue** exceeding **forecasts** by **30%** with a **\$12M budget** while maintaining an **optimal CAC of \$18**
- Increased **organic channel revenue** by **85% YoY** through implementation of **advanced attribution modeling** and **SEO optimization**, reducing **paid media dependency** by **35%**
- Achieved **14% improvement in conversion rates** across **channels** by developing and deploying **multivariate testing framework**, resulting in **\$45M incremental revenue**

## Credit Sesame

### Director Marketing Analytics

01/2012 – 01/2019

#### Summary

- Directed comprehensive marketing analytics strategy and team operations, establishing scalable frameworks for performance measurement and optimization across all marketing channels
- Developed and implemented advanced attribution modeling systems, creating integrated dashboards and visualizations for real-time performance tracking, while establishing robust experimentation frameworks for continuous optimization
- Led data-driven strategic communications through executive presentations and stakeholder management, synthesizing complex analytical insights into actionable recommendations for marketing performance enhancement

#### Key Results

- Developed and implemented a media mix model that optimized marketing spend allocation across various channels, resulting in a 10% increase in customer lifetime value (LTV) and a 5% reduction in acquisition costs
- Improved marketing ROI through extensive user acquisition cost (or CAC) optimization from \$18 to \$9 while growing baseline users acquired by 15% Y/Y through funnel analysis and user segmentation cohorts testing
- Achieved a 90% revenue increase over 5 years, scaling subscription growth from 10M to 100M+ users, managing an average monthly budget of \$1.5M

# **EDUCATION**

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**Business Analytics, Master's Degree (01/2019 – 01/2021)**

Arizona State University

**Information Technology, Bachelor's Degree (01/2011 – 01/2015)**

York University

# Applied Skills & Technology (AST)

# SKILLS & TECHNOLOGY

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## LEADERSHIP & STRATEGIC MANAGEMENT

**Strategic Planning & Operations:** Strategic Thinking, Process Optimization, Risk Management, Cross-functional Initiative Leadership, Problem Solving, Critical Thinking

**Team Leadership:** Agile Management, Cross-functional Collaboration, Mentoring, Resource Planning

**Stakeholder Management:** Executive Presentations, Data Storytelling, Requirements Gathering, Business Communication, Executive Reporting

## ANALYTICS & DATA SCIENCE

**Statistical Analysis:** Machine Learning, Regression Analysis, Time Series Analysis, Causal Inference, Cohort Analysis, Data Mining

**Programming Languages:** Python, R, SAS, SPSS

**Business Intelligence Tools:** Tableau, Power BI, Looker, Dashboard Development, KPI Reports, Performance Dashboards

**Marketing Analytics:** Attribution Modeling, Media Mix Modeling, A/B Testing, Customer Journey Analysis, Marketing Reporting

**Customer Metrics:** Lifetime Value (LTV) Modeling, Customer Acquisition Cost (CAC), Funnel Optimization, Audience Segmentation, Performance Metrics, Conversation Analysis, Channel Mix Optimization

**Visualization:** Data Visualization, Data Reporting

## DATA ENGINEERING & INFRASTRUCTURE

**Database Technologies:** SQL (MySQL, SQLite), MongoDB, Snowflake, Amazon Redshift, BigQuery

**Cloud Platforms:** AWS (including S3), Google Cloud

Data Pipeline Tools: Airflow, Docker, ETL Systems

**Development Stack:** JavaScript, Node.js, React.js, Angular, HTML/CSS, jQuery, Bash & Shell Scripting

**Key Libraries:** Scikit-Learn, Pandas, NumPy

**Data Management:** Data Quality, Data Governance, API Development, Excel

## MARKETING & TECHNOLOGY

**Analytics Platforms:** Google Analytics, Adobe Analytics, Amplitude, Mixpanel

**Marketing Automation:** Marketo, HubSpot, Salesforce Marketing Cloud

**SEO/SEM Tools:** SEMrush, Ahrefs, Google Search Console, BrightEdge, Screaming Frog

**Digital Marketing Channels:** Paid Search (Google Ads), Social Media (Facebook Ads), Email, Mobile, Content Marketing, Content Strategy, Content Management, Affiliate, PR

**Campaign Management:** Performance Marketing, A/B Testing (Optimizely), Marketing Mix Optimization, User Acquisition, Organic Marketing

**Marketing Operations:** Budget Management, Market Research, Competitive Analysis, Brand Strategy, Marketing Strategy & Leadership, Meltwater

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# Categories & Labels (CL)



# Categories (Tiers)



# Labels & Features (LF)

Manager, Data & Analytics  
Sr Analyst, Marketing Technologies  
Director of Data & Analytics  
Senior Manager, Data and Analytics - Product  
Staff Analyst, Product Analytics  
Senior Data Analyst  
Senior Data Analyst  
Manager Data Analytics  
Sr. Dir, Marketing Advanced Analytics  
Data Analytics Lead  
Manager, Digital Marketing Analytics  
Manager, Business Intelligence & Marketing Analytics  
Senior Data Analyst-Marketing  
Marketing Data Analyst II  
Director, Analytics  
Marketing Operations Manager, Growth & Analytics  
Sr. Marketing Analytics Manager, Veeqo  
Marketing Intelligence Analyst  
Marketing Analyst  
Marketing Analytics Lead  
Senior Digital Marketing Analyst  
Lead, Marketing Analytics  
Senior Marketing Analyst  
Marketing Data Analyst  
Senior Marketing Analyst  
Sr Business Analyst, Marketing & Growth Strategy  
Senior Manager, Marketing Analytics  
Principal Web Analytics & Insights Manager

Senior Marketing Data Analyst  
Senior Manager, Marketing Analytics  
Marketing Analytics Team Lead  
Advanced Analytics Manager  
Sr. Analyst, Marketing Analytics  
Marketing Analytics Lead - Data & Reporting  
Sr Analyst, Marketing Insights & Analytics  
AMER Marketing Strategy and Analytics Manager  
Senior Data Scientist/Analyst  
Sr. Analyst, Marketing Analytics and Solutions  
Manager Analytics, Growth  
Lead, Marketing Analytics  
Manager, Product Analytics  
Data Analyst  
Web Strategist

# Templates (Modules)



# **Section Template (Lvl.1)**

# **Marketing Analytics (MA) Knowledge Graph Reference (KGR)**

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Section

## **Summary**

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STRATEGY

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