

MASS MUTUAL INSURANCE CO. Data Analyst Consultant (Feb 2020 – Present | Springfield, MA)

- **Consulted with executive leadership teams to elicit and interpret business problems and develop data-driven recommendations and solutions across several business units at Mass Mutual**, including Enterprise Cyber Security, Enterprise Technology Experience and Digital Transformation.
- Managed **metric definitions, inventory and Enterprise Data Cataloging** efforts for more than 50 metrics across several different strategic initiatives, including Cyber Security Program Health and Control Effectiveness Measurement.
- Developed and implemented **an end-to-end Data Maturity Assessment framework** to improve and enhance evidence-based decision support across more than two dozen cyber security programs.
- Used **business intelligence, analytics, and automation platforms** including Looker, MicroStrategy, Tableau, Alteryx, Python and Jenkins to deliver results consistently while ensuring accuracy at scale.
- **Partnered with leaders and subject matter experts across many functional teams** including 30+ individual Enterprise Cyber Security programs, data engineering, data science and advanced analytics, and program management to deliver high quality results and products that make an impact for our customers.

ESLER COMPANIES/RENEWAL BY ANDERSEN Director, Business Information Systems (Jan 2018 – Nov 2019 | Smithfield, RI)

- **Responsible for developing and executing multi-year strategic technology plans** to support employee IT Operations for the largest privately-held ownership group of Renewal by Andersen, a wholly-owned business unit of Andersen Corporation.
- Assessed needs and developed **\$2.2M operational IT budget** and financial forecasting from the ground up for more than 1,100 employees in Arizona, Colorado, Philadelphia, Rhode Island and Massachusetts.
- Implemented **enterprise-wide communication and collaboration platform** by combining siloed, on-premises email and document storage systems into a single centralized, cloud-based Office 365 tenant.
- Managed **strategic IT relationships** for key technology vendors, including three high-end managed services firms supporting 5 different locations across the US.
- Implemented **enterprise-wide systems to meet evolving business objectives** including cyber security policies and incident response plans, human resources information systems integrations, sales training video distribution, device and asset management systems.

FIDELITY INVESTMENTS Senior Marketing Manager / Business Consultant (May 2011 – Jan 2018 | North Smithfield, RI)

- Designed and developed strategic **engagement marketing model** for Fidelity's Institutional Asset Management organization, supporting 70+ sales representatives across the US, resulting in **3x more highly qualified sales prospects** than typical marketing campaigns. This 6-month behavior-based nurture stream included 45 email messages and was delivered over 3 phases to more than 88,000 financial advisors. It resulted in **20% higher open rates and 13% higher click-through rates** compared to our traditional email marketing campaigns.
- Researched, developed and presented machine learning "**early warning system**", which predicted the likelihood of customer asset transfers to our competitors at a **65% accuracy rate** for more than 167,000 high net worth customers. This project resulted in **strategic updates to sales and service models** covering 10,000 of our highest transfer-risk customers.
- Created **fully automated daily reporting platform** for Personal and Workplace Investments Executive Services teams, replacing a manual monthly reporting package, which took several days to run and was often delayed and inaccurate.
- Developed end-to-end **sales goals tracking system** to automatically collect, track and analyze sales targets for 2,200 Personal Investing associates across the country. This project provided **greater transparency for sales managers** and made it possible for **90% of our sales reps** to submit goals within the first 6 weeks of launching.
- Developed and consulted on **major reporting and analytics initiatives**, including Sales Opportunity and CRM Adoption, for more than 8,000 reps in 8 different geographical markets across Fidelity's PI sales distribution organization.
- Developed automated **senior executive level scorecards and dashboards** to support business strategies in the field, including several self-service dashboards that provided **KPIs for hundreds of reps and managers every week**.
- Created and maintained rep and manager level lead reporting strategy for Live Channel Reporting Oracle BI system, including trends, pipeline execution, KPI dashboards and **automated lead conversion reporting** for reps and managers across PI.
- Provided requirements and design direction for Live Channel reporting data warehouse, including **40+ key data points on more than 13 million opportunities**.

- Managed several software vendor relationships for procurement, enablement programs, training roll-outs and ongoing support engagements.

RBS CITIZENS BANK Application Programmer, Officer (Jan 2005 – May 2011 | Cranston, RI)

- Workflow and BPM application developer focused on process automation, efficiency and reporting.
- Lead developer on Automated Clearing House (ACH) and Claims Processing platforms.
- Created support documentation, improved standard operating procedures and trained other team members while in primary support position for widely-used workflow platform.
- Developed business relationships with team members, colleagues, business lines, vendors and end users with professional communication skills to resolve application and database related problems quickly and completely.

SKILLS & AWARDS

- Strong data analysis, business development and consultation skills in sales management and marketing management roles
- Enterprise-scale database and server programming language proficiency
- Project Management: MS Project, Agile Scrum Methodology, Jira, Mural
- Database Management: SQL Server, Oracle, MySQL, MongoDB scripting, tuning, optimization and automation
- Programming & Scripting: Python, PowerShell, batch/shell scripting, SharePoint apps
- Systems Analysis: Lean/Six Sigma Blackbelt; workflow development, optimization and automation; business process mapping
- Training/Awards: Fidelity Leadership Programs, Alteryx Desktop & Server, Tableau Desktop, 3x Fidelity Excellence in Action Award, 2x RBS Excellence Award, Google Analytics Certification

EDUCATION

- Johnson & Wales University BS in Information Science, Magna Cum Laude (2004 – 2008 | Providence, RI)
- Bryant University Certified Business Analyst (2010 | North Smithfield, RI)
- Harvard Extension School Advanced Python for Data Science (2021 | Cambridge, MA / Online)

COMMUNITY LEADERSHIP

- *2015-Present* VP Board of Trustees & Education Committee Chair at Whitinsville Christian School
- *2012-Present* Chairman, WCS Technology Committee, consulted on technology for \$5MM construction project
- *2009-2013* President, Valley Treasures, a 501(c)(3) non-profit retail store donating 100% of profits (\$130k annually) to WCS

Nike Manufacturing Map | Interactive Dashboard | Tableau

Created by Brian Graves | <https://tabsoft.co/2WCJ1a6>

NIKE MANUFACTURING MAP

Use this INTERACTIVE MAP to learn more about NIKE, INC. contract manufacturing network and where NIKE does business. Learn even more at sustainability.nike.com



FINISHED GOODS MANUFACTURED

| COUNTRIES | FACTORIES | SUPPLIERS | WORKERS | FEMALE WORKERS | MIGRANT WORKERS |
|-----------|-----------|-----------|-----------|----------------|-----------------|
| 42 | 538 | 179 | 1,023,020 | 67.5% | 8.5% |

MATERIALS SOURCED

| COUNTRIES | FACTORIES |
|-----------|-----------|
| 11 | 76 |



INDONESIA

WHO WE ARE

What it takes to JUST DO IT around the world

Of the **193,946** people it takes to make NIKE products in INDONESIA, **77.0%** are women and **0.3%** are migrants from another country.

WHAT WE MAKE

How many different types of products are made in INDONESIA



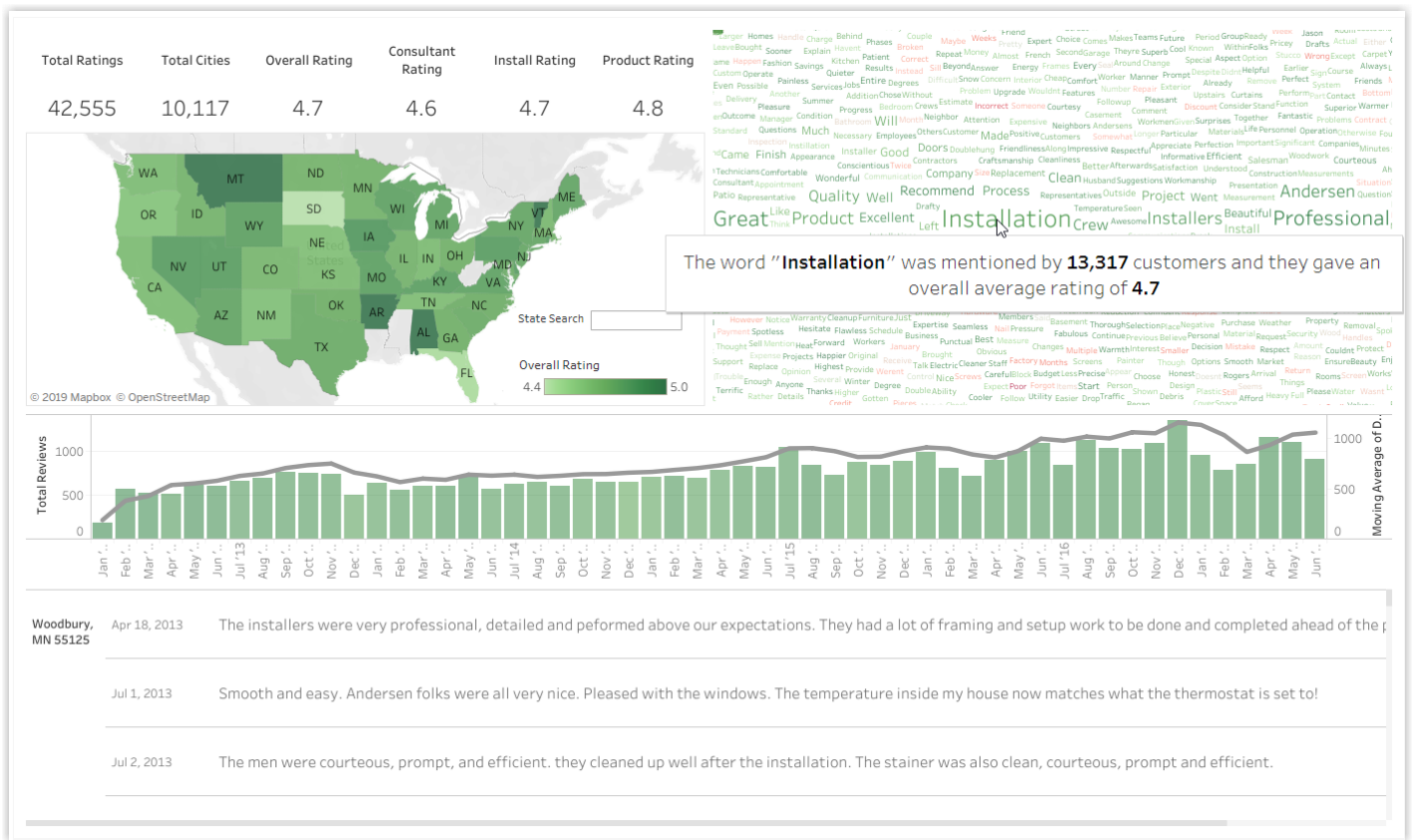
HOW WE JUST DO IT

With worldwide comparison

38 FACTORIES (7.2%)
23 SUPPLIERS (13.9%)
193,946 WORKERS (19.0%)

Customer Review Dashboard | Interactive Analytical Dashboard | Tableau

Created by Brian Graves | <https://tabsoft.co/34nN4tr>



Cancer Survival Rates in America | Interactive Dashboard | Tableau

Created by Brian Graves | <https://tabsoft.co/337JBPv>

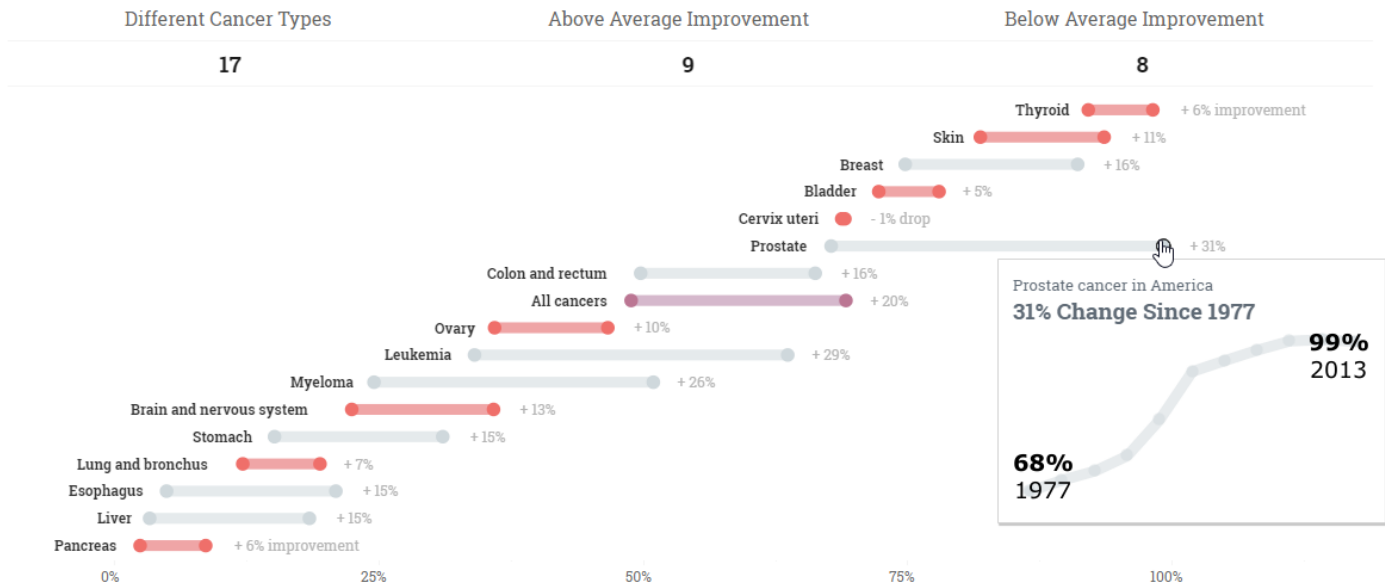
Cancer Survival Rates in America | 1977-2013

Survival rates have improved since the 1970s for **cancer overall**, but the improvements are not equally distributed. Many cancer types have **lower than average survival rate improvements**.



Select a Gender and Race below to uncover the improvement rates for each group in the data set.

Select A Gender: Select a Race:



Data: OurWorld In Data

Created by Brian Graves | [@NewPrediction](#)

Icons: FlatIcons.com