

Greg Mitchell

Director of Analytics

Accomplished analytics leader with extensive experience leading teams and delivering strategic insights to drive significant business growth. Proven expertise in developing robust analytics solutions, enhancing operational efficiencies, and driving impactful data-driven decisions in e-commerce and digital marketing environments. Passionate about mentoring teams and collaborating cross-functionally to transform data into actionable strategies.

EXPERIENCE

Path2Response, Westminster, Colorado (remote)

Directed strategic initiatives focused on enhancing analytics capabilities, operational efficiency, and revenue growth through innovative data solutions.

Director of New Initiatives

06/2023 – Present

- Spearheaded ideation and agile project management for a Shopify app that enhanced merchant site data collection, significantly improving ad targeting precision and campaign effectiveness.
- Managed departmental budgets, optimizing resource allocation to achieve cost efficiencies and ensure alignment with financial objectives.
- Led vendor evaluations and integration efforts with identity resolution partners, improving operational efficiency and analytics service capabilities.

Spark Foundry, Dallas, Texas (remote)

Led global analytics teams and strategic cloud initiatives, driving enterprise-scale modernization and productivity gains for major pharmaceutical clients.

Associate Director of Analytics

05/2020 – 06/2023

- Led global analytics and engineering team providing SQL-driven analytics and strategic insights for major pharmaceutical clients.
- Improved team productivity and analytics quality by introducing Agile methodologies, reducing turnaround times by 30%.
- Delivered executive-level summaries, translating complex data into actionable business strategies for senior stakeholders.

Goodway Group, Jenkintown, Pennsylvania (remote)

Managed data integration, analytics development, and client-facing data strategy, significantly boosting marketing performance and ROI.

Data Center Manager

06/2017 – 05/2020

- Managed ETL processes with Apache Airflow, developing and troubleshooting DAGs and SQL-based data pipelines for accurate and timely reporting.
- Developed Tableau data sources and interactive dashboards for enhanced client reporting.
- Partnered directly with clients to implement website data collection strategies via tracking pixels using Google Tag Manager (GTM).

CONTACT

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SKILLS

Areas of Expertise:

- Strategic Analytics Leadership
- Fostering Data-Driven Decision Making
- Business Intelligence Solutions
- Advanced Data Visualization
- Delivering Actionable Executive Insights
- Data Quality & Integrity
- Agile Project Planning & Team Management
- Mentorship & Talent Development
- Budget & Resource Allocation
- Vendor & Partner Management

Technical Skills:

- SQL, Python, JavaScript
- GTM, GA4, Tealium
- Tableau, Looker, QuickSight
- AWS (Athena, Glue, Redshift, Airflow, QuickSight), GCP, Azure

EDUCATION

Strayer University

Bachelor of Science
(Coursework in Data Science & Analytics)

Valencia College

Bachelor of Science
(Coursework in Computer Science)

Thinkful Coding Bootcamp

Full-Stack Web Development

JD Power (Formerly Korrelate), Westlake Village, California (remote)

Partnered closely with tier-one automotive clients to establish pixel-based Online-to-Offline (O2O) measurement solutions, leading analytics product development from startup inception through successful corporate acquisition.

Lead Data Analyst & Solutions Manager

06/2011 – 06/2017

- Led product ideation and scaling of pixel-based Online-to-Offline (O2O) measurement solutions from inception through acquisition by JD Power.
- Mentored a remote team of analysts, standardizing project implementations and reporting processes, enhancing productivity and accuracy.
- Acted as the primary liaison between technical teams and stakeholders, driving innovative data collection methods and analytics processes through successful acquisition integration.

