Suzanne Mayor, MBA

Director of Business Analytics

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Experience

Acme Online — Seattle, WA

Sr. Director of Analytics — 2012 - Present

Acme Online is an online retailer with 1M monthly unique visitors a month. This global Internet audience spends 100's of millions in annual revenue and specializes in providing the user with targeted searches.

- Prescribing the analytical models embedded in Acme's SEO (search engine optimization) Lab and experimental design for SEO content strategy, employing principal components analysis (PCA) sampling methods. Recent SEO content tests drove a **16%** lift in traffic and 7% increase in Google SERP top rankings.
- Test design and measurement of Google Product Search cannibalization on paid search (Google Ad Word s), organic (SEO), and other sources of Acme's traffic. Introduced methods to reduce measurement error by **29%**.
- A recognized leader in Traffic Analytics: managing customer event downstream value analyses, organizing a bar-raising Traffic Data and Analytics Boot Camp taught by junior and senior BIEs, and bringing unprecedented SAS training to BIE teams across the campus.
- Provide insights for our mobile spend strategies and to minimize site cannibalization risk. Identify profitable marketing channels based on subscriber conversions, upsell, churn rates, and customer lifetime value. Page optimization increased RPM by **12%**.
- Key member of the annual business planning process. Responsible for forecasting customer usage and traffic volumes, the primary driver of our revenue. Improved the prior methodology by infusing statistical techniques. As a result last years recast was **99%** of actual.
- Responsible for a team of **12 Business Scientists** and **3 Data Analysts** including but not limited to budgets, annual reviews, promotions, hiring, etc.
- Acted as the company's web analytics strategy architect, visionary and evangelist. Recognized a gap in the company's web analytical needs and spearheaded an enhanced web instrumentation initiative to better capture and measure KPIs. With the new metrics and reporting in place, key decision makers received actionable information to make a difference in the bottom line and improve e-commerce efficiency.

Airlines America — Seattle, WA

Manager of Business Analytics — 2007 - 2012

Airlines America is a national airline servicing all of North America and Mexico. An early adopter of business analytics, AA was able to establish market share and gain market share. America conducted groundbreaking quantitative analysis on customer churn and user acqusition.

- Regularly presented business intelligence to Airlines America Executives. Responsible for the budget and forecast for our **$1.1M** business search and mobile product lines. BI partner to the Business Search Product Manager, defining the BI roadmap and translating business requirements to the Scrum team of

developer.

- Partnered with site owners to understand their business needs/goals and developed measurement plans to measure core KPIs and optimize their sites and campaigns. Successfully able to explain in layperson terms, the benefits and logic behind the KPI's, optimizations and how they relate to company goals.
- Responsible for providing timely ad - hoc reports, creating dashboards, and collaborating and consulting with internal stakeholders on how to best harness the data and metrics.

WidgetsRUs

Business Intelligence Analyst 2000 - 2005

- Negotiated pricing with vendors regarding wholesale billing and marketing procedures.
- Compiled annual recommendations for end of fiscal year budgets.

Test

Director Present

- Test
- Test
- Test

VP

Test Present

- Test 1
- Test2

Business Intelligence Leader

Experienced business intelligence professional employing systems thinking and quantitative methods to create digital product and marketing strategies. I have successfully executed large scale analytics efforts and motivated technical teams to deliver actionable business insights in both Fortune and tech startup companies.

- Crisis Management
- Business Intelligence
- Quantitative Analysis
- Predictive Analytics
- Experimental Design
- Customer Segmentation

Education

Washington State University *Pullman, WA*

Math *Bachelors of Science*

University of Washington *Seattle, WA*

MBA Foster School of Business

Related Technologies

- SPSS, SASS, R, SQL, MySQL
- ProClarity, MS Analysis Services OLAP, Splunk

Personal Interests

- Avid runner, and I compete in 4 marathons a year
- Enjoy cooking and dining out